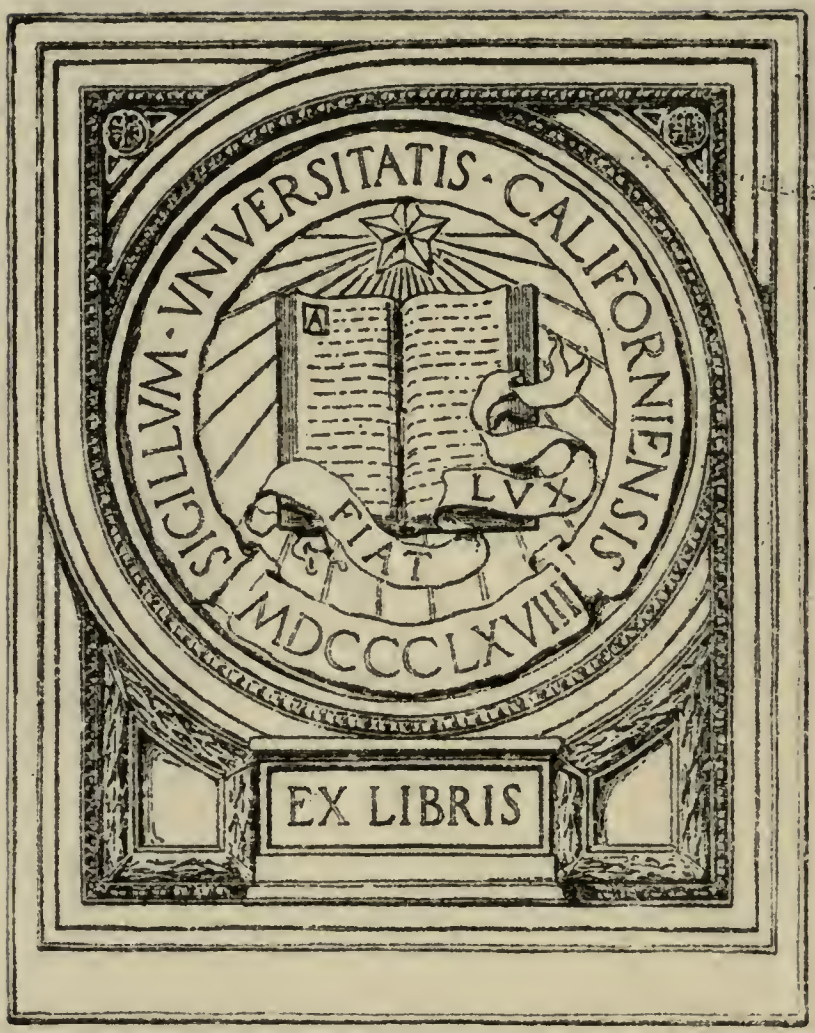
THE YOUNG MAN'S CHANCES IN SOUTH AND CENTRAL AMERICA

WILLIAM A. REID



THE YOUNG MAN'S CHANCES IN SOUTH AND CENTRAL AMERICA

A STUDY OF OPPORTUNITY

BY

WILLIAM A. REID

FOR TWELVE YEARS ASSOCIATED WITH LATIN PEOPLES, SIX YEARS IN THEIR SERVICE; AND IN COMMERCIAL INVESTIGATIONS FROM THE RIO GRANDE TO THE STRAITS OF MAGELLAN

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FOREWORD

BY DIRECTOR GENERAL BARRETT OF THE PAN-AMERICAN UNION

It is a pleasure to comply with the request of the author that I should write a "Foreword" for "The Young Man's Chances in South and Central America." Ever since I first became interested in Latin America as a result of being appointed one of the United States delegates to the Second Pan-American Conference held in Mexico City in 1901, I have been a firm believer in the future of our sister American Republics and a sincere admirer of their peoples and institutions. My first impressions have been confirmed in later experiences as United States Minister to the Argentine Republic, to Panama, and to Colombia, and now as the executive officer of the Pan-American Union. These personal references are made simply to convince the reader of this book that my opinion of it is not that of a superficial observer. After looking carefully through the proof sheets, I am frank to state that I have found the subject matter not only interesting and instructive but full of valuable information to all persons who are watching the development of Latin America.

The Pan-American Union, as the international organization of all the American republics, devoted to the development of good understanding, friendship, peace and commerce among all of them, is glad to encourage the publication of books of this character,

even though its own budget does not permit it to print them under its own auspices; and I congratulate the Southern Commercial Congress and its Managing Director, Dr. Clarence J. Owens, on coöperating with the author in making this book available to the general public.

Mr. Reid has held for several years a responsible position on the staff of the Pan-American Union, and has enjoyed a remarkable experience, not only in traveling all over Latin America, but in official connections with Latin-American governments and peoples, which ably equips him to prepare a work of this kind.

JOHN BARRETT.

Pan-American Union
Washington, D. C.
July 10, 1914

PREFATORY NOTE

BY THE MANAGING DIRECTOR OF THE SOUTHERN COMMERCIAL CONGRESS

The activities of the Southern Commercial Congress lie along several well-defined lines. The Congress promotes and encourages agricultural, commercial, industrial, and economic development by studying and publishing modern methods and improvements. Its several commissions sent to European countries and to Latin America have already been productive of valuable results.

In the field of foreign trade the practical work of the Congress has been, first, in the line of education, by endeavoring to have the geography of the Western Hemisphere taught in our schools and re-studied by our business leaders; to divert the many students of Latin America, who leave their countries to enjoy the educational advantages of Europe, to the colleges and universities of the United States; to use legitimately the press of this country and of Latin America, the many government publications, official magazines and other journals in educational propaganda, bringing about a better understanding between the peoples of the two great continents; and to have Spanish in particular but also Portuguese and French studied in our schools. To this end the Congress has not only used all the means at its command, but has disseminated its appeal through the United States Bureau of Education.

With the announcement to the world of the opening of the Panama Canal there are to come adjustments in transportation that may fluctuate and be unsteady for a period, but must ultimately become established along lines of genuine economic advantage. The South is in a position, on the simple basis of transportation, understood by all business men, to cut distances in half by way of the Panama Canal, with many of the great ports of the East and the West. I am not one of those who expect magic advantage to come immediately to the Southern States, but I have the conviction that the physical advantages in coast line and navigable streams, together with the proximity of Latin America, insures the extension and use of our Gulf and South Atlantic ports, the building up of our cities, and the general prosperity of our people. The Gulf ports that during the centuries have been, in a sense, in a pocket of the great sea, are now upon a highway of world commerce.

It is, therefore, with a high degree of satisfaction that the Southern Commercial Congress places this little volume before young men of America; not that it may lure them from home, but on the contrary, that the young man may be apprised of the demand for such services that he can render; of the opportunities that lie in international exchange of commodities, and of the part he may play, whether within the homeland or on foreign soil. In our development the young man takes a leading rôle, and the slogan of the Southern Commercial Congress becomes especially appropriate, "A Greater Nation Through a Greater South."

CLARENCE J. OWENS.

AUTHOR'S PREFACE

Those of us who have long been associated with international development are aware of the vast number of young men who are constantly seeking information about positions and opportunities in that field of enterprise. There is a dearth of matter on the subject in connected form.

We Americans read more, travel farther, and trade more extensively with the peoples of the world than ever in our history. The ambitious young man's area of opportunity expands to keep pace with the strides of commerce; and the object of this little volume is to call to his attention some of the new and wonderful fields of labor that are opening to the enterprising world; where, as in the days of our own "westward ho," the young man is ever to be found in the forefront. What are his prospects of success? May they not be measured in some degree at least by the accomplishments of the "advance guard?" Let us reason together in the pages of this book, which is not a guide; but rather, it is hoped, a means of awakening deeper study of possibilities as well as pitfalls.

The grasping of Latin-American opportunities does not necessarily imply permanent residence away from one's country. To follow electrical engineering in Chile, for instance, one should reside *near his zone of employment;* the selling of North American goods in Latin-American countries presupposes *periodical travels* throughout those Republics; while the importer of the

latter's products may *live in any section of the United States.*

Grateful acknowledgment is hereby tendered to the Pan-American Union for material furnished, and to the numerous persons as well as to the various periodicals which the author has taken the liberty of quoting. Names of the gentlemen and of the journals in question are given in connection with the quotation; and it is believed that this data will materially strengthen the work, while the appendix, containing names of many corporations engaged in international enterprise, will put one in close touch with actual work.

W. A. R.

Washington, D. C.,
July, 1914

NORTH AMERICA—SOUTH AMERICA

Cutting asunder the American continents—finding the long-sought route to India—promises to revolutionize commercial and industrial conditions. All the world looks and marvels at our success at Panama; the changing arteries of commerce become international questions. North American capital and brains and muscle, aided by faithful and even heroic laborers from sixty-eight countries or forty nations, have builded the greatest engineering work the world has known. We have divided the continents in order to become more closely united.

In the Western Hemisphere, Saxon and Latin have not known each other well. Visits have ever been inconvenient or difficult to make; distances are great and travel facilities have been few. Today, both of these obstacles are being removed by faster ships and shorter routes; indeed, our very thoughts are exchanged through the air. A better understanding is fast approaching; interest is quickened; more intimate acquaintance brings a knowledge of each other's requirements.

The South American forests, plains and mountains are teeming with man's necessities. On the other hand, North American factories are busy but in many lines an overproduction is causing concern. Fair exchange then is the natural solution of these problems of supply and demand.

CONTENTS

EXPERIENCES AND OBSERVATIONS

In considering the young man's business outlook in Latin-American countries I do not believe that the era of opportunity in the United States is waning. On the contrary, the position of our country as a great world power is responsible for a wider and constantly broadening field of usefulness which lies open to young Americans.

The growth of international commerce is creating new careers; the American commercial invasion reaches around the earth: far up the Himalayas I saw the stars and stripes waving over tea plantations; American machinery has penetrated the "Vale of Kashmir;" Australia's new capital city was planned by a Chicago architect, who surpassed worldwide competition; on Chinese rivers we ride in ancient sampans propelled by modern American motors; the Bolivian congress sits in chairs made in Michigan; an American rubber syndicate has transported its factory to the jungles of Brazil; South Africa called from Panama our famous "conqueror of plagues" to save thousands of miners of the Rand; a great Italian scholar tells us that the annual return of half a million of his countrymen from the United States is working wonderful civic reforms in Italy; indeed, it is difficult to go beyond the range of American genius and commercial activity.

Thousands of young men all over our land are standing upon the threshold of a career. Thoughtful ones are debating long and earnestly the subject of what

city, what state, or what land shall be the scene of their labors. The old adage of the poet being without honor in his own country may confront many a gifted youth and, wisely or unwisely, the thought causes him to cast his lot far from home environments. Many of those who have already embarked upon the sea of business are dissatisfied with their progress; fierce competition in most all lines of endeavor confront today's young man, and the question of finding the field of labor best suited to one's natural talents is a most trying problem.

Very broadly speaking, the United States of North America are made, while most of the Latin-American countries are largely in the making. The addition to our population of more than four thousand people daily is pushing the center of human density to the uttermost parts of our country; as a whole we now have about thirty-two persons to every square mile of territory.

In several of the Latin-American countries the population is as low as three people per square mile, such as Bolivia; or Argentina and Brazil, with six and seven people, respectively, for each square mile of area. Were Brazil, for instance, as thickly populated as Germany the former would have something like 935,000,000 instead of its 22,000,000 people.

The conquest of the tropics has become a reality, and life within the torrid zone is robbed of many of its terrors; modern sanitation and medical science have made Havana and Panama and Rio de Janeiro and Santos and Vera Cruz and Limon pleasant and several of them even delightful places in which to live. Furthermore, the dividing of the continents is attracting universal attention to the countries lying south of the new

waterway, as well as to those bordering the "American Mediterranean." Indeed, a leading journal declares that "the Panama Canal is going to open an era in the commerce and international relations of the countries of the world like that created by the discovery of America, and it may prove even more momentous and dramatic."

During my first visit to Latin-American countries about twelve years ago, the legations and consulates of my own country were strictly avoided Inasmuch as the gentlemen who preside over the latter offices are commercial representatives and, among other things, are charged with the promotion of trade, the idea underlying such a statement may at first thought appear absurd for one who, like myself, was in the field to study commercial conditions.

Neither did I carry letters of introduction from officials or friends; I was simply an ordinary traveler in strange lands, and above all things desired to see and to mingle with the common and industrial classes in city and country; a course which I believed would give me a better understanding of the people and their characteristics and then, too, the opinions that might be formed would be derived from intercourse with the masses rather than with those of social and official position.

In many countries visited I made it a duty to find out where the American legations and consulates were situated and to view them externally Occasionally in hotels and other public places the American officials were pointed out to me but, as above stated, I did not make the acquaintance of any of them.

Like every loyal citizen, I felt proud of my country but I made no special effort to disclose my nationality. On numerous occasions I was taken for an Englishman, at other times for a Scotchman; on another occasion an Argentina policeman declared me an Argentine, and therefore not entitled to pass into a certain building where some foreigners were holding a reception; on still another occasion some North Americans mistook me for a circus man because some of my baggage bore a London mark—Ludgate Circus—the name of a well known section of the English metropolis.

These little incidents are merely mentioned to show that I had no "pull" or introduction in meeting the people among whom I sojourned. I found that the foreigner can attend the sessions of a country's congress or mingle with the peons in the marts of trade without notice or hindrance, and in so doing obtain a far better insight into life and conditions than by meeting only the governing classes.

On succeeding trips I have had the pleasure of knowing many high officials and prominent citizens in their offices and in their homes.

TYPICAL EXAMPLES OF THE EARNEST LATIN

As typical examples of the earnestness with which the South American business man is preparing to handle products from the United States I have in mind, first a business firm in the heart of the country, La Paz. This company is acting as sales agent in Bolivia for a well-known North American product. The head of the firm has paid two visits to the United States and on both occasions he remained several months; he studied the

manufacture of the goods by spending much time in the factory; he noted the selling plans, the methods of payment and in fact he made himself thoroughly familiar with the goods and their distribution, and he is now applying this practical knowledge to sales in his own country. In conversation with him in his place of business I was glad to learn that he is having marked success in introducing North American goods.

Another example: In a city of Argentina a young business man has taken the agency for a certain make of automobiles. Before doing so, however, he visited the factory in the United States and spent months in acquainting himself with the various departments of the automobile business, and it is almost needless to say that he is an authority in his section of country, and is meeting with success in introducing American machines.

A native engineer with whom I became acquainted in Peru furnishes another example. He completed his professional training in the United States and is now actively pushing the sale of North American instruments in West Coast countries.

A Chilean gentleman with whom I traveled offers still another illustration. He is selling North American paints in various parts of South America. He, too, has been to the United States to study the manufacture of his specialty, and incidentally to see and observe our business life and customs.

These typical examples are only a few of the many that might be cited as tending to show how thoroughly in earnest is the Latin-American business man. He prepares to do business with us by spending time and

money to meet us and to study our methods. Are our business men devoting a corresponding amount of energy toward cultivating the Latin-American field?

I have found the Latin business man more cordial, in my opinion, than is the case in North America. This in a measure might be accounted for from the fact that the former is not so constantly preyed upon and even annoyed as is often the case in the United States. Be that as it may, I am sure, after years of business association with the Latin American, that a gentleman with proper credentials will receive a welcome and the products he has to offer a careful consideration.

EXPERIENCE OF THE DENTIST

In a certain South American city there is a young native practicing dentistry; he received his professional training in the United States. Returning to his native city he opened an office and requiring certain additional instruments, consulted the catalog of an American supply house, sent a draft with full description of the instruments desired. He waited two months and then to his dismay received a letter returning his draft with the information that the particular firm did not care for foreign business. Here is an instance with cash in hand, yet the order was declined. Had the firm even been willing to fill the order or volunteered the information of some other house doing foreign business the general result might not have been prejudical to American interests. The young dentist told me of the occurrence and doubtless made it known to his associates, which fact of course did not help to increase our trade in that city.

PANAMA HAT INCIDENT

This little incident occurred at a small Peruvian port, a place famous for its Panama hats. When a ship anchors off the town native merchants come out in large numbers and climbing aboard ship display their products upon the decks. A day and a half had been spent pleasantly at the port, business had been transacted between ship and shore and the hour of departure was at hand. Two men from the United States, however, had in their possession two extremely fine hats for which they had not paid the merchant. The latter demanded his price, which was reasonable, but the two American sharpers declined to give up the hats or pay more than a paltry sum. Hot words ensued, and for a time it looked as if a quarrel and perhaps a general fight between Americans and Peruvians would be the result. The former retained the hats and it was not until Peruvian officers arrived upon the scene and threatened the Americans with arrest and imprisonment that they relinquished them to the owner. The ship departed amid jeers of the natives; and it is very probable that other Americans who go there, however good be their intentions, will not be received with open arms, at least not until the hat incident is forgotten. Such occurrences do great harm to legitimate trade.

DISRESPECT FOR RELIGIOUS BELIEFS

Another source of friction which we frequently see in Latin America is the apparent disrespect which some North Americans show toward religious beliefs and unwritten laws. As an illustration I recall an occur-

rence that took place in one of the capital cities. It was during the annual carnival season and the whole city was in gala array. The cathedrals, as is usual on such occasions, were filled with early morning worshipers. I, with several friends, went to one of the oldest churches. One of my friends had his wife and daughter with him, the ladies wearing large hats with waving plumes. Now, the Spanish mantilla is quite generally worn by South Americanl adies when within a house of worship—more general of course in some countries than in others—or the head must be bared. The ladies from the United States knowing well the custom, defiantly wore their waving plumes into the sacred building, although the attendants at the entrance kindly requested them to remove their hats. This they declined to do, remarking they were independent and did not believe in such old fogy customs. One of the fathers, however, came down to our little party and demanded that the hats be removed, which the ladies refused to do. We left the church but not before the incident attracted considerable attention and had called down upon all of us Americans many protests and even threats.

What do these little incidents mean? Trifling in themselves? Yes, but when multiplied proving a difficult or even an insurmountable barrier to the upbuilding of commercial relations between the peoples of the American continents.

AMONG THOSE IN THE FIELD

The men who have gone or are going from the United States to the various Latin-American countries may be divided into two general classes: those with capital and those with little or no capital. Of the former this book will have little to say, because men of great wealth know where their riches will bring the greatest returns, and many of them are looking to the virgin fields of Latin America.

To young men with even small capital there will unfold countless opportunities for reasonably safe and profitable investments and business ventures, but if one is not familiar with Latin-American life and conditions it would be wiser for him to form a connection, as employee or otherwise, with some firm already in the field. Such an arrangement would afford facilities for investigating on one's own account and might eventually lead to a permanent business; or better still, a tour of investigation to the several Latin-American countries is now quite convenient and may be made at a reasonably small outlay. Ordinary traveling salesmen, who frequently entertain prospective customers and incur other necessary expenses, average from $10 to $15 per day for Latin-American traveling expenses. A man traveling alone and by being very economical may make a trip for half the daily expenses named, or even less.

The average man, the man with the college education, the specialist with experience, or even the young man

with academic training but with a determination to succeed, may find his field in one of the twenty Latin-American Republics. If he seeks the less developed sections he will find competition far less strenuous than in the United States, and if he proves worthy the field of advancement is unlimited.

A person without capital, however, should not leave home with the expectation of securing a position after arriving in a Latin country. Occasionally a place may be "picked up" but those of any consequence are not so easily found, and if found, the salaries are usually disappointing and living conditions unduly expensive. The practical method of securing a position is to study the activity in the special field in which one would labor and then apply to our great corporations engaged in that class of work.

First, let us consider the North Americans in official and semi-official employ. If the reader could overlook Latin America he would see many of his countrymen holding excellent positions under the several governments. Take a glimpse of Argentina and note the score or more of North Americans working in scientific fields at the government's agricultural experiment stations, whose salaries range from eighteen hundred up a year; or follow the work of the older scientists, who were "borrowed" from the United States government and who direct Argentina's meteorological stations, or augment the teaching talent in her universities; or are studying the country's geology; or those who are directing the raising of cattle for food supply. (The free entry of meats under the new tariff regulations of the

United States may create a greater demand for specialists in stock raising, veterinary surgery, etc.)

Eight graduates of a well known western university have two-year contracts with the Brazilian government for topographical and geological work, and most of them at higher salaries than they could command at home. Cotton experts, specialists in animal husbandry, horticultural workers and numerous other young North Americans now employed by Brazil could be named.

The general agent in New York of Brazil's great steamship company, The Lloyd Braziliero, is a North American. He proved such a good consular official while stationed in Rio de Janeiro as a representative of the United States that the steamship company took him for its service at a much higher salary. Also in Sao Paulo, a North American is the Commissioner of Immigration of the Southern Railway of Brazil and is rendering excellent service.

Bolivia, in connection with her railway construction, has long employed North American engineers and surveyors, and a short time ago this country was considering the advisability of securing one of our eminent educators to reorganize and supervise her system of education.

Chile has called for the loan of army engineers, who are now aiding in solving construction problems confronting that country; and for astronomers to study her skies; in Peru a half dozen North Americans are occupying positions in connection with educational and scientific work, one of whom is head of the University

of Cuzco; another is official adviser to the Minister of Public Instruction; still another is in charge of irrigation works, while the chief editor of the *West Coast Leader* and *Peru Today* hails from New York City.

Uruguay's Director of Fisheries and several assistants were secured from Oregon and California, while a number of geologists, chemists, engineers, etc., were drawn from Columbia University.

Ecuador has employed our sanitary experts; Panama called a distinguished educator from the United States to the Rectorship of her National University; and the Director of Public Works in the Dominican Republic is also from the United States.

More recently the former assistant secretary of the United States Department of Agriculture accepted a position under the government of Argentina. He is acting as adviser to the Minister of Agriculture of that country, in promoting scientific agriculture and farm life affairs. This is another indication of the opportunity for specially trained men, and it also shows, as do other cases, that Argentina is on the lookout for ability, as this official was secured immediately after the expiration of his term of office under the United States government.

A California physician and two sanitary engineers from Georgia and Virginia, respectively, have been working in Iquitos, 2,300 miles up the Amazon, endeavoring to sanitate one of the most unhealthful river ports of the world. These specialists were "lent" to the Peruvian government in compliance with a request to the United States Public Health Service; one of them fell a victim to the fever which they went to combat,

but fortunately he recovered. A late report shows that Iquitos is free from fevers, which of course is due mainly to the efforts of the young North Americans and their Peruvian assistants.

Indeed, if official employment of men from the United States by the several Latin-American Republics were fully traced, facts would show that many of our able men are, jointly with the native officials, working out problems that are intimately allied with the development of nations and their international relations.

AGRICULTURE

SKILLED AND UNSKILLED LABOR

Commenting on the opportunities for young men and on that wizard of agriculture, Burbank, the well-known magazine, *Popular Mechanics*, makes some pertinent remarks that deserve serious thought; and while they refer more particularly to the field in the United States, chances equally inviting exist in practically every Latin-American country.

Luther Burbank, by experience and accomplishment doubtless the best qualified man in the world today to make such a statement, says the great opportunity for our boys and young men is in agriculture. He points out that after the young man has spent eight years at hard study of medicine, the law or engineering, he has not made a success; he is only prepared to commence the battle for it. Whereas, to add but one kernel of corn to each ear grown in this country in a single year would increase the supply 5,000,000 bushels. One improvement in the potato is already paying back $17,000,000 a year. Everything we eat and wear comes out of the ground. With less than half our population raising things, should there be any wonder that the cost of living has increased 58 per cent in fifteen years? To quote from Mr. Burbank:

"What the world needs, urgently and now, is men who can increase the forage from our present acreage so that 16 cents will buy a pound of the choicest sirloin, as of old, instead of a pound of rump, as now.

"What the world needs is not theory, or agitation, or college lore; there are plenty of these, and at a cost of $180,000,000 per annum in money, and who knows how much time, they have succeeded in increasing our crop yield only a bare 3 per cent.

"What the world needs is men who can do to agriculture and to horticulture what Edison did to electricity, Carnegie to steel, and the Vanderbilts, Hills, and Harrimans to transportation—develop their efficiency."

Agriculture is one of the main sources of wealth of the twenty Latin-American Republics, but in most of these countries primitive methods largely prevail, and the latter fact explains why the several governments have employed many specialists from other lands.

In general, all of the Latin-American countries welcome immigration and some of them offer special inducements to bona fide settlers by giving them free lands for cultivation and even paying the transportation expenses from Europe or North America. Apropos of this subject, the Pan-American Union, at Washington, the official organization supported jointly by the twenty-one American Republics, has furnished the following data:

Intending settlers should bear in mind that the language and customs of those countries are entirely different from those of the United States (Portuguese in Brazil, Spanish in all the others, excepting Hayti, which is French), and that it is absolutely essential to have at least a rudimentary knowledge of the language of the country. It should also be remembered that living expenses are, as a rule, higher in the majority of those countries than in the United States, and one should be provided with sufficient funds to enable one to make a study of the various localities of the country which he may have selected, in order that he may pick out the lands best suited to his purpose.

While nearly all the governments will give lands to anyone desiring to cultivate the same, they usually require that a certain amount of capital be invested in cattle, houses, fences, etc., as well as implements and tools and it is not advisable for anyone to emigrate to any one of the American Republics unless

one is prepared to invest at least $500 to $600 to which must be added the expenses of the trip. Farming as well as stock raising is usually done on a large scale in South America, and it is, of course, much more advantageous to have a large capital, say $20,000 to $30,000, in order to make it a paying venture.

* * * * *

Scientific fruit growing offers a wide and varied field in Latin-American countries. Of some sections, like the State of Mendoza in Argentina, where grapes and other fruit culture has almost reached perfection, there is little to be said, but there are parts of various countries where the orchardist could secure land very cheaply and in a few years produce good results. Those of us who have traveled much in Andean countries have been astonished at the splendid fruits brought by native Indians to sell to the traveler—delicious looking, but often disappointing to the taste.

A scientific investigator, who has been studying fruit growing from Peru to southern Chile, declares that if these natives applied only a little scientific knowledge to their labors, the returns would be four-fold.

As an illustration of this fact, we have the case of an Englishman, near Temuco, Chile, whose apple crops are fast making him wealthy. He has applied scientific culture to fruits, which are bringing enormous prices in the markets of Santiago and Buenos Aires.

In speaking of the fruit industry of South America, Mr. F. W. Wight, of the United States Department of Agriculture who has pursued exhaustive studies of the fruit possibilities in all of the West Coast countries of the Southern Continent, makes some interesting observations. It is not possible to give more than mere extracts in these pages, but if desired the reader may

consult the full report by application to the Department of Agriculture. However, here are some of this specialist's remarks:

One of the most striking differences perhaps is in the character of the fruits native to each of the two continents. South America seems singularly lacking in any native species representing those deciduous fruits so extensively grown in the United States. There are no native apples, pears, peaches, or true plums, in fact none of the common tree fruits of this important group. Among the small fruits it is true a few species of Rubus are known, and we are indebted to Chile for the parent species of our most important varieties of strawberries.

* * * * *

Nevertheless, we have seen that the South American has succeeded in producing grapes as successfully as we have in the northern continent. Furthermore, he produces beef and mutton of admitted excellence. Does it require any more subtle skill to produce fine apples or plums than it does to produce the cattle and sheep, the equals, breed for breed, probably of any in Europe or North America, that are exhibited at the spring show at Palermo?

* * * * *

Everywhere there is a spirit of restlessness, not in political affairs as for so many years in the past, but in industry. They are looking more and more to the great republic in the north for lessons in the development of their resources, and what may we not expect if North American capital and enterprise, ever seeking to widen the horizon of its activities, sees a new opportunity in these countries beyond the equator.

La Prensa, the great Argentine daily, a short time ago called attention to the possibilities of minor agricultural development, a field that is neglected. The following is extracted from the pages of the paper mentioned; the translation is by the *London Chronicle:*

In our country the industries of the grange, as also the numerous smaller exploitations which should be undertaken as

annexes to the great industries of grain growing and cattle raising, have not attained the development observable in other countries richer or poorer than our own.

A journey through the principal Argentine provinces leaves us with the general impression that all these small labours of the orchard and of the grange, insignificant perhaps in their detail, but of great importance in total, are not undertaken to the extent they should be, although their exploitation might possibly provide the key to the question of the high cost of living at present prevailing.

Unfortunately, the prices of meat, milk, fruit, eggs and vegetables, if during a brief period of the year they appear to be reasonable, are for much the greater part of the year so elevated as to be practically beyond the reach of that enormous mass of the population enjoying no income beyond a limited salary or a precarious daily wage. The reason of this dearness is to be found to a great extent in the neglect and disregard of the country dwellers, who, although able to devote their energies to the cultivation of a small orchard or a small grange in their spare moments, after fulfilling their other tasks, prefer to do without such elements, and to spend their money on high-priced articles of indifferent quality.

Speaking of the opportunities in Argentina, Mr. H. T. Gordon Ross, for a number of years the financial editor of the *Buenos Aires Standard*, makes some very interesting observations in a recent number of the *Financial Review of Reviews*, of London. The following are extracts from his article:

Cereal growing, stock raising, and politics are therefore everything with which the true Argentine, as he may be called, concerns himself. Commerce and all other enterprise he leaves almost wholly in foreign hands. Per contra, the foreigner leaves politics, except inasmuch as they concern trade, entirely to him, but is his strenuous competitor in all else throughout the Republic.

Our true Argentine is, however, a gradually disappearing

racial type, which is rapidly changing into the as yet unascertained new one which will be the ultimate result of fusion with many other nationalites, chiefly Italian. Already the Italian population is a large majority in the towns and almost all over the Republic. The grocery stores and the flesh-food markets are practically all in Italian hands. The new Argentine should therefore have commercial genius and be very capable of managing his affairs of all kinds himself.

* * * * *

Mr. Ross has the following to say about Argentine lands:

We hear occasionally that these have reached the high-water mark. To anyone who really knows the country this statement is ridiculous. That land values are not rising and will never again rise with the rapidity they once did is evident, as it also is that now and then, here and there, they may be temporarily depressed as a consequence of overspeculation by weak operators. But the general rise is sure, though gradual, and such temporary dips are but curves in the constantly ascending line of the country on the chart of prosperity.

* * * * *

Stock raising and grain growing have hitherto given the Argentine all the money he needs and the life he likes, but as more and more land is developed to improved pasturage or put under cereal cultivation he will have to look, to what he is still inclined to regard as remote, as secondary industries. In addition to such of these as have been mentioned earlier in this article, fruit growing should be mentioned. Little capital has as yet been invested in this other than in vine growing for wine-making purposes, but therein lies a very considerable source of future wealth, which the Argentine himself may well develop.

Skilled laborers are in demand in the larger Latin-American cities but in most cases the percentage of Italians, who are accustomed to the low scale of

wages of southern Europe, make it impossible for the North American laborer to compete.

In Chile,[1] for instance, there is a scarcity of labor, and if a good man with a special mechanical knowledge should happen to find himself there he could probably find work but the wages paid him would be lower than for corresponding labor in the United States.

I recall a case of a young North American mechanic whom I found bossing a gang of Italian laborers in a Chilean city. The mechanic had recently arrived from Bolivia, where he had been employed on the railroads as a section foreman. This American told me that he had no trouble in securing work in Chile, but that the wages he received were much lower than he could command at home. A year later I saw this same laborer in Washington where he was employed by a street railway company, at double the wages earned in Chile. Ordinary laborers are better off in the United States, but if determined to seek work in Latin America they should first associate themselves with one of the home companies doing work in that part of the world.

One of the great economic problems that confronts the people today is the meat supply In the United States one of the chief sources of agricultural wealth is the sale of food animals from the farm. Of a total agricultural income of about nine billion dollars annually, fully one-half comes from the sale of meat animals, dairy products and poultry; and according to economists the supply is not increasing with the demand.

The Latin countries are beginning to supply meats for

[1] The same conditions are true as regards agricultural labor.

our markets, and the supplies that have reached us have been declared by inspectors to be of excellent quality. A very large amount of North American capital, something like $20,000,000, is invested in Argentina cattle and packing industries; one Chicago concern has erected a $1,000,000 plant in Buenos Aires.

An ex-president of Peru, who has been addressing numerous commercial bodies in this country recently declared that Peru can supply meats to the United States several cents cheaper than can other countries, and in enormous quantities.

Southern Brazil and Uruguay (Uruguay has 34,000,000 livestock at present), are also great cattle countries, and at the present time the representative of one of the largest concerns in the West is visiting those countries in connection with the establishment of greater exports of meat products to the United States.

Sections of Venezuela, Columbia, and Central America offer splendid opportunities for cattle raising, and the writer in the summer of 1913 "followed" a number of thoroughbred stock from New York to the section about Heredia, Costa Rica, where there are prosperous stock farms, which promise large supplies ultimately for United States consumption.

This one branch of agriculture is making opportunities in Latin countries for skilled men in the countless occupations allied with stock raising and meat packing industries.

In both Brazil and Peru the growing of cotton should provide employment for a few experts from North America. In conversing with a Peruvian expert whom the government had sent to various parts of the

world to study the industry, the writer learned as he was shown over vast cotton estates, of the importance which the Peruvian government is attaching to cotton production. For instance, in the Ica Valley, which lies about 200 miles south of Lima, there are something like 30,000 acres under cotton cultivation, while there are as many more acres that would be equally productive if the land were irrigated.

Irrigation is the sole means of cultivation of crops in most sections of Peru and the extension of this work will doubtless be on a large scale. The Ica River in the section above mentioned, which flows down from the snow-capped mountains with measured regularity each season brings an average of nearly 200 acre-feet of water. This flow, or run off as it is called, is during the first four months of the year, and the present irrigation canals are inadequate to properly distribute the water. Other canals are planned and building and for many years there will be irrigation work to be done in Peru and in various other Latin countries. A few American experts could at least keep an eye on developments of this character, with a possible view of employment.

The subject of *capital* is especially emphasized, in connection with opportunities in Central American countries for young men from the United States, as seen by Commercial Agent Harris, of the United States Department of Commerce. The following is extracted from his report which was recently submitted to the Washington authorities:

> The fact is, there are no opportunities in any of the Centra American Republics for a man, either young or old, who lacks capital. To go there without ample resources usually means an

ultimate call on the folks back home for help to get away, unless, of course, the person intends to take up a tract of land and farm it. In this event he had better bring his labor with him, for lack of labor is what prevents the more rapid development of the entire region from Belize to Puerto Bello.

While, as a rule, land may be had cheaply in Central America, except on the Canal Zone, and settlers' effects may be brought in free of duty, the problem of clearing and putting the land in cultivation is a serious one, and calls for considerable money. Moreover, there must be a reserve to support the developer until his land produces something besides a weekly pay roll.

Banana farming requires a tremendous outlay, for bananas grow best only in tropical jungle land at practically sea level and a few hundred feet above. It requires a considerable outlay to clear the land and a year or more before a cent of revenue may be expected. Longer time is required for coffee, which costs more to establish than bananas and takes longer to come into bearing; and the same is true of cacao. There is a considerable opening in some quarters for fruit, notably in the Zacapa region of Guatemala, where oranges of a superior quality and exceedingly fine pineapples may be grown, but it takes money to start and to wait until the returns come in.

To get out mahogany, cedar, ceiba, and other woods takes capital and equipment. To develop the mineral resources requires money, and lots of it. There is gold in most of the Central American countries, but generally it is not of the free milling sort. Very little placer gold is found, and there must be stamp mills and processes to extract it. To get the silver, lead, and other minerals requires smelters, equipment, and much outlay.

ENGINEERING AND CONSTRUCTIVE PROFESSIONS

The constructive professions and agricultural development are intimately associated all over Latin America. The lands are productive, mountains abound in ores, rivers afford arteries for commerce, but the engineer must first bring facilities for marketing that which nature provides.

In civil, electrical, mining, hydraulic, mechanical, and other branches of engineering there are many North Americans employed all over Latin America, and in general the field is growing. While European capital built most of the great railways, many North American engineers aided in the work, and in some instances the latter are responsible for entire enterprises.

Of North Americans, Meiggs built Peru's greatest railways: Harmon pushed the iron rails "along the roof of the world" to Ecuador's capital; Wheelright gave Chile its first railroad; Farquhar changed the Madeira-Mamore railway from a dream to a reality; American engineers constructed the most difficult work on the Trans-Andine road; Bolivia's system of railroads was planned by engineers from the United States; and in almost every country we see examples of North American constructive skill. To quote the words of the famous traveler, Peter McQueen, "North Americans are just beginning to see South America through the telescope of the Panama Canal. They will not stop until they have a line of steel from Patagonia to New York."

In every branch of engineering there are opportunities but one cannot expect them to appear without diligent search, which in this day is made comparatively easy by means of the countless periodicals which chronicle every commercial and industrial move that capital makes. Professional and trade journals are important factors in keeping the specialist posted in regard to possible openings; also the other factors noted in succeeding chapters of this book.

REGARDING OPPORTUNITIES FOR TECHNICALLY TRAINED NORTH AMERICANS[1]

The question propounded by the ———— is similar to that confronting educational institutions all over the country. Thousands of young men annually pass from seats of learning to battle with the business of the world. The college has done its work, but does the business world need the additional talent? Undoubtedly it does, otherwise the vast number of colleges would not exist.

Coming more particularly to the points in question—does Latin-American development present inviting opportunities for technically trained North Americans? The answer to this question involves a study of the commercial and industrial development of those countries and the part North American capital is playing in the work. European capital being responsible for a far greater development all over Latin America than is the case with North American interests, it naturally

[1] This answer to an inquiry from a leading American college was prepared by the author.

follows that the young man from European countries finds employment in preference to those from the United States.

Another fact to consider, is the constant improvement and extension of Latin-American university teaching; the excellent technical training now to be enjoyed in Argentina, Brazil, Chile, and in other Latin-American countries, is providing the commercial world with home talent, much of which is of a high order.

During the last ten years the commerce of the United States with Latin America has increased something like a billion dollars; United States capital has entered more extensively into the economic development of Latin America than ever before; our capital is building railways; developing electrical power; cultivating lands and buying the products of those lands; more frequent sailings and faster ships are aiding this trade; in fact the whole story of the young man's chances of employment rest largely on the story of economic development.

Vast regions of Latin America are in the making; this making process demands talent along every branch of the engineering profession; and qualified persons are sure to follow in the wake of United States capital.

Actual employment, of course, is to be given by those firms engaged in carrying out development for which capital provides. Appended is a list of firms in the United States that are actively engaged in Latin America. To follow their activities—their movements, is to study what opportunities are thus presented; and countless trade journals relate from time to time the progress and extension of the work of these and other corporations.

According to electrical experts there are three principal factors that enter into the generation of electricity from water power: fall, volume, and continuity of supply. With few exceptions these means of commercial development exist all over the Latin-American countries, and this long-wasted power is gradually being brought to man's use; a brief survey of the countries shows that electricity is rapidly coming into general service along all lines of endeavor.

The Alpania Mines installation, for instance, in Peru is at about 16,000 feet above sea level, and notwithstanding atmospheric electricity at this great height, is a proved success. Chile is harnessing her Niagara or Falls of the Loja. The Tequendama Falls in Colombia, 410 feet high, have been put to work for electrical power purposes.

The harnessing of the Iguazu Falls on the boundary of Brazil, Argentina and Paraguay and the taking of the electric current 200 miles or farther in various directions means much to the engineer, whether his specialty be civil, electrical, mechanical or hydraulic engineering. Hundreds of other water power development opportunities in various stages of progress might be mentioned.

Smaller cities of Central and South America are just installing electric street car lines and electric light systems, such as Potosi, Bolivia; Maracay and Baraquisimeto, Venezuela; Arequipa, Peru; Asuncion, Paraguay, Panama City; and various others. Study the progress of motor transportation (see separate chapter) and note how this is solving transportation problems all over the continent and thereby opening new industries.

Electrical devices are being sold throughout Latin

America, and while the larger cities are well supplied, the inland centers for many years will be the scenes of active electrical development, and all grades of electrical workers will be needed to perform the labor of installation and management.

Consider the advance of the wireless telegraph. Every Latin-American country has erected or is planning to erect wireless stations and the dizzy heights of the Andes afford some excellent natural towers. Brazil is now talking with the Falklands; Lima with Iquitos; Bolivia has erected half a dozen stations; Limon is talking with Colon; the Straits of Magellan are being linked by many stations with Chilean cities all the way to Arica, nearly three thousand miles; Panama will soon talk with San Francisco and with Washington; The Arlington wireless station near Washington hears from Manaos, a city a thousand miles up the Amazon and 3100 miles air-line distance, that "signals are being read consistently."

About ten years ago a North American engineer and an agent of the Bolivian government, made a journey of 1200 miles mule-back through the forests of Bolivia, where no railroads existed. That little expedition blazed the way and many other engineers and helpers from the United States followed these pioneers; and today Bolivia has seven hundred and fifty miles of railways, a large portion of which was built by North American engineers and contractors.

Railways are reviving the mining industry in all of the Latin countries because they make it possible to market the ores. One or two examples must suffice for want of space. The American minister to Bolivia,

Mr. Horace G. Knowles who was recently succeeded by the present incumbent, was so impressed with the mining prospects of the country, now made doubly inviting on account of railway facilities, that he has organized a company, and as its president, is planning to develop the mines on a very extensive scale. He has already taken several young mining experts from the United States, and as the work progresses doubtless others will be added to his force. In Peru like conditions prevail, where North American capital invested in commercial enterprises, mostly mining, is estimated at $30,000,000.

The electric sign as an advertising medium offers still another line that is worth considering. Half a dozen years ago I saw very few electric signs in the city of Montevideo. Later visits have shown me marvelous advances in this line and various unique advertising novelties are in use. This business owes its inception, so it is said, to a young Uruguayan who visited the United States a few years ago and saw our wonderful electric signs. The Great White Way in New York inspired him and when he returned home he carried a nucleus of advertising novelties, which at once became immensely popular. This enterprising gentleman's business grew rapidly and has now extended to adjoining towns and cities; and it is mentioned here simply to remind other men of the possibilities of introducing electrical sign advertising into many sections where it is almost unknown.

The architect may inquire if there are opportunities for his professional services. If he is a reader of the United States Daily Consular and Trade Reports he

has from time to time noted the activity in the building of residence and business edifices in practically every Latin country.

In the larger towns and cities there is a growing tendency to modernize everything. This is most noticeable, and within recent years some of the finest and largest buildings have made their appearance; only a few cases can be mentioned here, but these are typical and should serve to indicate in some degree the general opportunities prevailing.

In the State of Sante Fe, Argentina, the local government is raising several millions of dollars to build 300 school houses; the municipality of Buenos Aires has recently contracted for the erection of 10,000 workmen's homes, at the rate of about 2000 houses a year. In Bahia, Brazil, the remodeling of houses last year was the greatest building activity ever known in that city. Many buildings were torn down to make way for modern ones, streets were changed and widened and greatly extended and improved. Again, Chilean railroads needed a more modern terminal and $10,000 was offered to the architect, foreign or domestic, who would submit the best plan.

Consider the sea-side resorts in the various countries and we see much building activity in each Republic: Leme, near Rio de Janeiro; Mar del Plata, in Argentina; Los Pocitos, in Uruguay, Viña del Mar, in Chile; Chorillos, in Peru; Macuto, in Venezuela; and others. Evidently many architects have been busy; the people who frequent these resorts are the élite and wealth of their respective countries and the expensive architectual gems speak for themselves, but we must remember

that competition is the life of trade. The modernizing of cities promises even greater development and one that will last for many years.

In smaller towns and in the vicinity of great enterprises where thousands of laborers congregate I am convinced, from what I have seen in the past ten years, that there will be a gradual improvement of living conditions of the workmen and their families. The wretched hovels with only dirt floors, which in numerous cases house large families, are destined to give way to advancing civilization. I believe the cheaply constructed workman home is soon to replace the adobe, and some architects at least might look into the possibilities, as they exist in almost every country. Even a cheap house may require designing, and each locality may have peculiar conditions to be met. Many sections of Latin America will not much longer be content to erect magnificent edifices on plans a hundred years old.

The architect also may find suggestions in chapters on hotels, engineering, what syndicates are doing, etc., in which are noted other building possibilities closely related to the work of the architect.

In the United States landscape architecture is a comparatively new profession, but according to Dr. Charles W. Eliot, president emeritus of Harvard University, it is becoming a most attractive college course. Here is what the distinguished educator has to say on the subject:

> That department of this university has made notable gains in the last few years, and this year is the best one it has ever had. The best class of students are resorting to that department and in increasing numbers. Why? Because young men

have discovered that in that profession they may not only cultivate to a high degree the artistic faculty, but they may also contribute in high degree to the social progress of the community, of the country.

We used to think that literature and philosophy were the only humanities, and much of it lingers still, but we have learned, particularly during the last fifty years, that the inspiration of all the professions in these modern days is very much the same.

While the writer believes that such a profession could be successfully pursued in some of the Latin-American countries, there are other occupations of more importance and in greater demand. In such cities as Rio de Janeiro, Buenos Aires, Havana, Lima, etc., the landscape architect, the engineer, and the artist have worked marvelous transformations, but in some other countries it is a question whether the demand for such talent is yet sufficient to warrant one engaging in it as a profession. Undoubtedly there is a growing need for the beautification of cities and their environments, and at present if there are not openings for such work there will be opportunities in the future. Civic betterment is making progress in Central and South America, and is likely to advance in accordance with the general upward tendency of the times.

In speaking of electrical opportunities in general, and of those offered by wireless telegraphy in particular, Philip Gibbs, the well-known writer, in the London Graphic, makes the following observations; and while they do not refer to any special country they have a bearing on the Central and South American countries, in many sections of which the general use of electricity is just being introduced. To quote Mr. Gibbs:

Here, in palatial offices which have not been altered since the days when they belonged to the Gaiety Restaurant, engineers are drafting out plans for new wireless stations in the far places of the world, and young men are learning how to receive and transmit their messages which "put a girdle round the earth" of whispering waves. In a beautiful room which was once the Masonic Hall of the Gaiety, Cav. Marconi and his directors meet to scheme out new developments linking up new outposts; in the galleries, where fair women and fashionable men once indulged in idle gossip over coffee and liquors, a staff of draughtsmen are at work over designs for apparatus; and in the basement, which was the grill-room of the restaurant, there is the school for instruction for operators who are in training for their certificates.

During the fifteen months in which this school has been established over 500 young men have been turned out, and there are now more than 900 operators in the service of the Marconi Company. There has been such a demand for them that it has sometimes happened that they have had to be sent away in taxicabs to get their certificates from the Postmaster-General and then rushed off to join their ship.

The young men come from all parts of the United Kingdom. "It is good for the old country that she still breeds such youths." Mr. Marconi has opened a new profession to young British manhood, giving the boys a chance to show their spirit of adventure and their qualities of character.

Marconi, "has given a new glory to the name of science."

SALESMANSHIP

TRIFLING MATTERS OVERLOOKED

The field of salesmanship is one of the most promising as well as varied in connection with our business development with Latin-American countries. The products which we have to offer those countries are in the main things which they do not themselves produce, and in number they are practically innumerable.

The salesmanship field is open and still uncrowded, and to the skilled salesman its rewards are most inviting; but it should be remembered that the word "skilled" has a far different significance than in the United States. A different race of people requires different trade tactics; the quick-selling methods prevailing in our own country prove disgusting to the prospective Latin-American customer. Our most popular and successful salesmen in those countries are the ones who know the people, their history, characteristics, language, customs, habits, etc., and whose business-getting methods are above reproach. These qualifications come gradually but surely to those who devote time and energy to the subject. More and more the great manufacturing enterprises and exporters in the United States are demanding experienced men for their Latin-American departments.

Salesmanship has really become a profession and probably no country has developed more able all-around men for home service than the United States.

In foreign lands, however, much more is exacted of a commercial representative than at home. The prospective customer may know nothing of the firm the traveler represents. His first impressions are gained solely from the bearing and appearance of his guest; and the latter's success depends largely upon his presentation of his proposition. One very important requisite is that the salesman should know the language of the country in which he is laboring. In this particular the European salesman is superior to his average North American brother.

At the moment I recall two American salesmen met in South America; each one sold automobiles made in the United States and both gentlemen had spent several months in Argentina. One of them spoke Spanish almost fluently and had disposed of ten machines; the other man had sold only one. Whether the success of the former or the apparent failure of the latter was due to the merits of the respective machines is not known, but I firmly believe that the success of the one was mainly due to his ability to converse with his prospective customer.

The commercial representative acting through an interpreter loses much of his force and spirit; it is rare to find one who interprets with the shades of meaning and expression which the principal wishes to convey.

Of course one may visit Latin countries and even form most important business connections without knowing a word of any foreign tongue; but a familiarity with a country's language and using it in daily intercourse with the people gives one a broader view, a more intimate knowledge and a far better understanding.

Comparative methods of the European and the North American in endeavoring to further develop their respective commercial interests in South American countries is a very broad subject, and one in which both peoples have strong points.

The European salesman is found all over the Latin Republics and he has been there for years; having followed European capital, which is responsible for many of the railways, steamship lines and numerous enterprises found throughout the Southern Continent. Speaking very broadly and with numerous exceptions, the North American traveling salesman is new to the field, and it follows that he is not so well acquainted with the South American business man and his methods.

It is impossible in a short space to enter into details of this important subject. One fact, however, stands out boldly: in dealings between man and man it is quite essential that good feelings exist between the parties. The more amicable the relations the more closely the business ties; and it is the small things—the trifling matters overlooked—the little courtesies that are often lacking—that I propose to call to the attention of the business man who seeks South American markets. In other words, let us build our commercial intercourse from the very foundation—a foundation based on mutual respect and good understanding.

Our country is in a very high state of commercial development, and when we visit other lands, many sections of which are comparatively new in the fields of business, we are loath to give up the comforts, conveniences and customs which we enjoy at home.

We start for the great continent south of us, well termed "the land of tomorrow." Some go for pleasure

or in quest of the unusual; others make the journey purely for business purposes. Alas! some hardships and not a few disappointments often beset the traveler from the United States, and he returns home discouraged and sometimes embittered. Why? Largely because he did not understand the people among whom he sojourned. He carried with him and attempted to apply his North American ideals and customs. He failed to adopt for the time being the manners and life of a different people and of a new and undeveloped country, which is of prime importance when making the acquaintance of the South American business men. In many respects the West Coast countries are new and undeveloped as compared with the progress of the American States.

DELAYS ARE COMMON

Let me illustrate an occurrence that actually took place last year when I boarded a Chilean steamship at Panama bound for Callao. About twenty passengers were aboard and we were only one day late. Several South Americans and a few Europeans were swinging comfortably in the shade in their hammocks which they themselves had wisely provided. Two men from the United States were walking up and down the decks, the scorching sun making the decks almost unbearable, and apparently every hour's additional delay making them more angry. Note the contrast! The men from the United States were impatient for the activity and exactness characteristic of their country, and at the very beginning of their journey were permitting delay—a trifling matter aboard a Chilean steamer—to mar their pleasures. The South Americans and the Europeans

had provided themselves with reading matter, easy chairs and hammocks, and judging by appearances, were prepared for any delay that might arise.

HOTEL INCIDENT

The best hotels in Lima are comfortable and the food good, although the latter may not conform to the taste of the visitor from the United States. The hotels do not, of course, compare with the modern palaces found in our great American cities. Architecture is different and service partakes of Spanish customs.

Let me relate an actual occurrence. Two travelers from the United States were stopping at the same hotel as the writer. The first morning after their arrival I saw them go to the dining room, doubtless expecting to find breakfast ready. Instead of the meal and service being in active operation, as in our own country at the corresponding hour, they found tables upturned and servants cleaning floors. The American guests, who declined the early morning coffee and rolls previously sent to their rooms, were informed that breakfast would not be ready until eleven o'clock. This was the universal custom of the country in which they were sojourning, yet it ruffled the Americans and they *demanded* their breakfasts then and there. After hot words they were given something to eat; the incident, however slight as it was, did not increase the cordial feeling between the hotel people and the visitors from the United States. Later the proprietor of the hotel told me that he had more trouble trying to please the visitors from North America than those from any other country.

TYPICAL ENGLISH SALESMAN

At this same hotel I met an Englishman who was traveling salesman for a well known London house. *He* really had something about which to worry and which caused serious delay. His sample trunks were put off steamer at the wrong port, which fact would necessitate his remaining in idleness a whole week. I saw him often during this time and several evenings we dined together. He had secured admission to the leading club and was hale fellow well met; a social favorite at the hotel and club. Finally when his samples arrived he invited me as well as all the guests of the hotel to visit his display; he lectured about the manufacture of his products and gave away souvenirs of the occasion. The week's delay was probably about the best thing that could have happened to this salesman; it made him hosts of friends among the business men, and as a consequence, very satisfactory sales. His territory is all South America, the greater part of which he covers twice a year.

ONE SALESMAN'S EXPERIENCES

The *New York Times* recently printed an interview which one of its correspondents secured from a salesman who had spent several years in traveling over South America. While I do not agree with all the observations of this gentleman, they are in the main, typical of many experiences confronting the average commercial traveler in that part of the world. Of course some commodities sell more readily than others, and this salesman may have offered goods for which there is little demand. Here is what he said:

It is a great mistake for anybody who goes down to South America to do business to imagine that you can just pull gold off the trees. I have seen fellows traveling down there who could not speak the language, and they were up against it all the time. I happen to have lived twenty-three years in Mexico, and Spanish is the same as English to me. People down there dislike doing business through an interpreter, unless they have been doing business with your house for a long time. Firms which send men down there to represent them ought to pay enough to attract men who can converse with the merchants in their own tongue. It is not an attractive proposition that is usually offered, if the man who is to be sent knows about conditions.

Two years ago what promised to be a record-breaking crop in Argentina was ruined by tornadoes, and the planters have had an uphill climb ever since. In Brazil it is impossible to give away things. I had sold a small order to a firm in Rio which could not raise the money to pay for the goods plus the duty, and I offered the stuff to the Government authorities if they would pay the freight, but they said they could not afford to do so. In Argentina, of course, the Balkan wars have had a very depressing effect, because their source of money supply has been cut off. For another thing, the country is experiencing the reaction from a big real estate boom. The banks have closed in on the borrowers, and the latter are having a hard time. The Chileans haven't any money, either, partly because of the wars in Europe. Still, it is easier to do business in Chile than in any other country down there. People tell you the Chileans don't like Americans. If that is so, it is a good thing, for it seems as if they cannot get too much of our manufactured goods. In Argentina the market is bigger, but the merchants are much harder to deal with. Many of them insist upon having goods made in Italy or in France.

The commercial traveler who strikes Peru does not always have an easy time. When I first went ashore I had a sample case that was not worth over $2. They asked me its value, and I mentioned that figure. Whereupon they proceeded to soak me $3 gold in duty. In Peru you pay about $9 a day for your

hotel board on the American plan. Everything that is not brought to you without your ordering it you have to pay for extra. In getting a good, square meal you find many extras entered upon your bill. In Peru you hear always three expressions in the shops. If you ask a merchant whether he has so and so he will reply, "Si, como no?" (Yes, why not?) Then if you complain of the price he will say, "Derechos muy fuertes?" (the duty is very high). Then he will add "Este se paya extra." (You pay extra). Those three expressions are the local salesman's stock in trade.

Merchants in South America are usually very easy to approach, but you cannot always tell whether a man is going to give you an order or is stringing you. He is just as apt as not to keep you on tenterhooks for three weeks. They will do nothing on the spur of the moment. Manufacturers who send salesmen down there in the expectation that they will burn up the earth have another guess. You have to make a lot of allowance for the mañana habit. Why, doing business in Mexico used to be a cinch to what it is down there. You have to know the merchant, and he you, before he will do business with you, and you have to invite him to lunch or to dinner and make a fuss over him.

The cost of living in Chile is not what it is in Argentina but even there things have gone up 100 per cent, in the popular restaurants in the last two years. Business in Montevideo is in an awful state.

I would inform any American traveling man who is about to go to South America that living is much more costly there than here. In Buenos Aires they ask $175 gold a month for a little, unfurnished flat of four rooms. Argentina is like Mexico; it is managed by a few, and the poor man pays for everything.

Speaking of the opportunities for young men in the South American countries, Mr. Charles Lyon Chandler, formerly of the American Consular Service, who has spent years of labor in Uruguay, Argentina, and Peru, respectively, has the following to say, which should be

of special interest to any one contemplating the selling of North American products. Here are Mr. Chandler's words:

THE NEED OF YOUNG AMERICANS

For us the South American commercial field is essentially a young man's field.

The general retail trade—the selling of general lines of hardware, of paint, and of miscellaneous dry goods manufactures to the retailers of those countries—has received little development. That is the business which is to come, and I consider it more important in building sound commercial relations with other countries than the big business. Of course, the big business makes it easier for our exporter to get the little orders of the retail merchants. But many other countries, notably Germany, have already made great progress in clinching the South American retail trade. When we go in for that business we shall have to fight for it, and it is only the young men of our country who can secure it for us.

Why? Because little orders are placed with friends. For the drummer selling to Jeremiah Smith, of Kalamazoo, it is worth a good many orders to gain the good graces of Mrs. Smith, and it is a strong point for that drummer to be on such terms of easy familiarity that he can ask if Jeremiah, Jr., has recovered from the measles. This is just as valuable with Señor Alvarez, of Montevideo. Indeed, it is much more valuable. You know that in our own country the element of personal relations in business getting is much stronger in the South than in the North, and if you multiply this difference many times you will have a very good idea of the importance of personal relations in business fields in South America.

One of the hardest things for an American salesman, newly come to a South American State, to understand is why he must spend so many precious days simply attempting to gain a social entrée to the dons as a preface to the privilege of placing a business proposition before them. The only reason is that it is the Latin's way, and if his business is to be gotten the American salesman must first learn and appreciate his customs.

Only the young man can do this. He has the adaptability and the years to spend at the task. He expects to spend a long time preparing himself. Germans in the foreign trade are trained from—well, I often wonder how many years a German will spend just to saturate himself with a knowledge of the country where he is to be his firm's business getter. A German does not leave his country for a business tour to drum up business. He comes to live in the South American country, and when you find him finally established he has become about the nearest facsimile of a South American incidentally engaged in representing a German house that you can imagine. And this is why the Germans are getting the general trade of these countries.

Commenting on the number of commercial travelers from the United States now visiting South American countries, Mr. Charles M. Pepper, formerly commercial adviser to the United States Department of State, makes some interesting comparisons. Here are his remarks:

It is possible to make some comparisons with previous trips ten and five years ago. There were as many Germans five years back as now. About the same proportion of French and Italian commercial travelers are met with as would have been encountered at any time during the last ten years. For every American met with ten years ago, three are met today, and twice as many as five years ago. Many of these Americans are coming down in connection with the mining investments made by two or three American groups of capitalists, but there is a marked increase in the number of commercial travelers. The most remarkable thing about the American commercial travelers is that all of them speak Spanish.

A few years ago it was rather an unusual thing to find an American drummer who knew the language of these countries. Now the class of men who are coming down not only know the language, but, apparently, are also familiar with the customs and the trade requirements. This is the most gratifying and at

the same time the most significant sign that American manufacturers have at last gone about getting business in South America in an intelligent manner.

Some queries are raised by the Europeans regarding the increased number of Americans who are now on the west coast. They seem to be less concerned over the commercial travelers than over the number of people who have been coming down in connection with the mining and kindred enterprises, but both classes are giving them concern. They take it good naturedly, at least the English do, but back of this good nature serious inquiries are given voice as to whether a breach is going to be made in their fortifications.

The English feel they have historic trade rights on the west coast. They got in a century ago, as soon as the struggle for independence by Chile, Peru and Bolivia ended successfully. It is to be said for them, also, that they poured their money liberally into investments that no other country would touch. They reaped their reward in the riches that flowed from the guanos and the nitrates. The Germans came along so quietly that the old-established English houses hardly felt it as an invasion, nor do they yet look on it quite in that sense.

TEACHING

SCHOLARSHIPS

In speaking with a distinguished South American statesman about the employment of foreign teachers in his country the latter declared that the influence of the teacher from the United States is marvelous, and is of more value to Latin America than vast combinations of capital. He believes that the teacher, whether from North America or Europe, will have for many years a conspicuous part to play in the upbuilding of Latin-American countries; he encourages their coming and believes that there is no force so powerful in moulding the peoples of the two Americas into closer friendship and commercial association than the influence exerted by the able and conscientious teacher.

Six years ago, a North American established a school in La Paz, Bolivia, known as the American Institute, and so important has the institution become that new buildings are to be erected to accommodate 1000 students, the cost of improvements being something like $80,000; and one of the contributors to the fund is our own Secretary of State. The Bolivian government annually appropriates a large sum for aiding this educational work. Most of the teachers are from the United States.

Several North Americans have recently established on the shores of Lake Titicaca, a school for Indians. This school is the result of a bequest of a large sum of

money by a wealthy gentleman, who having visited Bolivia and seen the degree of illiteracy prevailing among the descendants of the Incas, decided to start the benevolent work of instruction. The movement has been successfully launched, a large farm has been acquired, and today there are more than forty young Indians in this new institution. The principal of the school is most enthusiastic and believes that he and his co-laborers have a wonderful field of usefulness before them. The Indians, too, are enthusiastic scholars, and in a letter the principal states that some of them even come to the buildings before daylight in the mornings. It is likely that other funds will be available soon and the work extended in the trades and mechanic arts.

Bolivia is typical. In many other sections of Latin America there are opportunities for teachers, but it must be remembered that comparatively few teachers in the United States have a knowledge of the Spanish and Portuguese languages without which, in a Latin country, teachers especially would be greatly handicapped, even should they procure positions.

The United States Department of Education has reported that it has had numerous calls from Latin-American countries for teachers but that the bureau has experienced great difficulty in finding those of the desired ability combined with a teaching knowledge of Spanish.

The interchange of students and professors, a movement that was officially advocated by the last Pan-American Congress, which met in Buenos Aires, and

which subject is a theme for further action at the next conference to be held at Santiago in 1914, promises a development of inter-teaching that is likely to open opportunities for more teachers from the United States.

In Brazil I had the pleasure of traveling some days with a Virginian, who had resided in the former country for twenty years. He went to Brazil as a missionary, and his work gradually branched out into educational fields. Today this gentleman is at the head of a large and flourishing institution of learning in an interior section of the great Brazilian Republic. He told me that no youth however poor or wretched, is ever turned from the institution for lack of funds; he is put to work improving his mind or learning a trade. There are many subjects as well as useful trades taught; and the efforts of Dr. Gannon, for that is the name of this missionary, have been most favorably received by the people and financially encouraged by the government.

This example is only one of the many that might be cited tending to illustrate the demand and the field for the competent teacher. Like similar work in the United States, and generally speaking, it is a service for which the financial returns are not satisfactory. To those having a philanthropic tendency, either in money or service, there is a wonderful field awaiting cultivation.

THE UNITED STATES BUREAU OF EDUCATION POINTS OUT OPPORTUNITIES[1]

Many well-paid teaching positions in Latin America open to Americans will probably be filled by men from other countries because of the lack of trained men in the United States with a speaking knowledge of Spanish, according to L. A. Kalbach, chief clerk of the Bureau of Education. Mr. Kalbach points out, the Bureau of Education, at the request of the State Department, has scoured the country in search of educators for responsible positions in Latin-American countries, only to find that those who might qualify in other particulars can not speak the language.

The American minister to Panama recently asked the United States government to recommend candidates for positions as instructors of industrial arts, agriculture and veterinary technique in Panama. Salaries up to $2400 and other inducements were offered. The Bureau of Education communicated with various institutions and organizations that usually have a list of available candidates, but in this case the response was meagre because of the language requirement,

"None of our industrial art experts speak Spanish," wrote an officer of one of our best-known teacher-training institutes. Others declared that while they knew of men who would meet the requirements, so far as professional attainments and teaching experiences were concerned, they knew of none who had the added requirement of Spanish.

[1] Quoted from a press release story of the U. S. Bureau of Education.

The bureau notes that although Spanish is taught in many American institutions of learning, comparatively, few students avail themselves of the opportunity to learn it. Sometimes students neglect the courses because they feel that a high school or college course in Spanish will not furnish the necessary conversational knowledge. This difficulty has long been recognized in all modern language instruction, and in Spanish, particularly, practical control of the language is not insisted upon.

TEACHERS IN ARGENTINA

The following data was furnished by the Pan-American Union, Washington:

With the development which the public, secondary and special instruction has attained during the last few years in the Argentine Republic, there should be ample opportunity for well-trained and prepared teachers, but it must be borne in mind that a successful teacher in the Argentine Republic must have a thorough knowledge of the Spanish language, and American teachers, if they possess such knowledge and are thoroughly competent, can frequently obtain employment, either in the Government schools or in private educational institutions.

It is not advisable, however, to undertake the trip, unless one has a position assured in advance, or unless one is prepared to take his chances and wait for a vacancy, and in that case one should have sufficient means to live for at least three or four months. In this connection it must be borne in mind that living expenses in Buenos Aires are from 15 to 20 per cent higher than in any city of the United States.

According to the last official report there were in Argentina 4,744 public schools for primary instruction maintained by the Federal Government, with an enrollment of 666,534 pupils and 18,061 teachers, aside from the numerous schools supported by the various Provinces.

Primary education is compulsory and free in the Argentine Republic—secondary education is not compulsory and is also practically free, only a small fee being charged for registration.

Sixteen lyceums and 35 normal schools provide for secondary education, while the National Universities at Cordoba and Buenos Aires and the provincial Universities of La Plata, Santa Fé and Parana provide for higher education with faculties for law and social sciences, medicine, exact, physical and natural sciences, and philosophy and literature.

Special education is provided by the National Schools of Commerce, the School of Mines, the Agrarian and Veterinary School, the School of Viticulture and the National School of Pilots, while the Industrial School at Buenos Aires maintains elaborate workshops for the teaching of trades and crafts.

A National Conservatory of Music, a School of Art and a School of Drawing are other educational institutions maintained by the Argentine Government, as also the National Museum of History, of Fine Arts and two Museums of Natural History, one at Buenos Aires and one at La Plata.

The Normal Schools are modelled largely after those of the United States.

The Inspector General is Señor Valentín Berrondo,[2] and his address: Señor Valentín Berrondo, Inspector General de Enseñanza Secundaria, Normal y Especial, Calle Cochabamba 2050, Buenos Aires, Argentina.

OPPORTUNITIES FOR AMERICANS IN URUGUAY

Extract from letter of Dr. Edgar Ewing Brandon, Vice-President of Miami University, of Oxford, Ohio, February 5, 1913:

Answering your letter of recent date, I beg to say that when I was in Uruguay I found a great many foreigners in the educational service of the republic. At that time an American was

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[2] Names of officials may change but the title is usually sufficient to carry an application to the proper person.

Director of the Veterinary School. I understand that he has since resigned and returned, however, to the United States.

A Frenchman was Director of the School of Arts and Crafts, and a German Temporary Director of the Agricultural School. In the faculties of all these institutions there were other foreigners.

Uruguay is very hospitable to foreigners and if there is any vacancy in educational positions, I feel sure the government would not hesitate to employ a foreigner to fill the post. Americans are in good favor in Uruguay. As far as I learned at that time, there were no foreigners in regular university work at Montevideo, and I do not think there were any in the Normal School and few, if any, in the secondary schools, or in the Department of Superintendence.

Considering that Mr. ——— is a scientist, I would regard his chances of securing employment in Uruguay as very good. I remember of reading, while on my way home, that some Americans had gone under special contract to Uruguay to give instruction in methods of dry farming. This fact in itself indicates the attitude of the Republic of Uruguay towards the employment of foreigners in their scientific and educational system.

Students may be interested in the recent offer of the government of Guatemala to give free scholarships in that country's various colleges to students from the United States. These scholarships include books, rooms, uniforms and laundry; and the young persons who secure these appointments will have fine opportunities for general study of Central American life and conditions as well as various academic courses of the institutions.

JOURNALISM—CORRESPONDENCE

As a suggestion to aspiring journalists the success of the New York newspaper man[1] who went to Peru about five years ago might be mentioned. He secured the good will and some assistance from the government and established *Peru Today*, which has grown to be an important illustrated monthly. A year ago the same gentleman started the *West Coast Leader*, and at present large editions in both English and Spanish circulate up and down the Peruvian and Chilean coasts and many copies reach subscribers in the United States and Europe.

A year ago at Asuncion, Paraguay, a little English journal made its first appearance. It is known as *Paraguay* and judging by its gradual expansion, the enterprise must be meeting with success. Its twenty pages are filled with interesting articles, industrial and commercial matters, and social happenings of that country; and it is about the only publication that comes from the very heart of South America to English-speaking subscribers in Europe and North America.

Prior to the troubles in Mexico there were a number of papers printed in English in the various cities and towns, the *Mexican Herald*, of the capital, leading with a circulation of 10,000; the *Monterrey News* published both Spanish and English editions, while Tampico had two English weeklies.

[1] Mr. John V. Noel.

The Uruguay Weekly News, of Montevideo, is in its sixteenth volume; it is a 12-page journal and carries quantities of advertising matter, the latter fact alone indicating a prosperous condition.

Other papers printed in English or in English and Spanish and which have been more or less successful are: *Independent*, of Colon; *Star and Herald*, of Panama, 65 years old; *The Cuba News*, of Havana, with its 16 pages of weekly news; *The American*, a weekly published at Bluefields, Nicaragua; *The Porto Rico Progress*, the only English newspaper in that Island; *The Isle of Pines Appeal*, which claims to have the largest paid circulation of any English newspaper published in the West Indies. The well known *Standard*, of Buenos Aires, is a 16-page journal which dates from 1861, and which has a daily circulation of 15,000.

Great cities, like Buenos Aires with many thousands of English-speaking people, are probably sufficiently cultivated by the English newspapers, but the author has reference more particularly to the smaller cities and towns where in many instances, the Spanish newspapers show a lack of enterprise in their whole aspect and general make-up. I also believe that a field exists for more extensive newspaper correspondence between the hundreds of journals of North and Central and South America.

At the time Mr. Taft was inaugurated President of the United States, I happened to be in a small South American city, and I could find only two lines in the local papers about the event and was compelled to await private letters to learn the general news of the United States. This example is typical of the dearth

of North American news in the smaller South American cities.

Of course not all Latin cities have sufficient English-speaking people to warrant the establishment in their midst of a newspaper printed in English but as the various cities grow and North American and English interests become more important, the field for modern newspaper enterprise widens, and the man with experience and newspaper instinct might at least investigate what Latin America offers.

In San Jose, Costa Rica, another man from the United States furnishes an example of what may be done in the printing and publishing business. A few years ago he went to the Costa Rican city with very small capital but much experience in printing offices. Quite recently this gentleman showed me through his printing plant, now grown to be a very prosperous industry, with scores of native employees who turn out excellent work which finds a ready sale all over Central America. The modern and splendid work appeals to the best business interests.

Another journalistic field probably not yet overcrowded and one possible of expansion, is found in the magazines published in the United States in the Spanish or partly in the Spanish language and circulated all over Latin America.[2] As examples of these we have *La Hacienda*, a high grade and most useful magazine of Buffalo; the *Pan American Review*, *Latin America*, and *Mercurio*, of New Orleans; the *American Exporter*, *Dun's International Review*, *American Industries*, *Nova-*

[2] Also see Appendix.

dades, Commercio, South American, of New York; the *Bulletins* of the Pan American Union, Washington; *El Sendero, Teosofico,* of Point Loma, California; *Revista Ilustrado,* of Saint Louis; *Commercial America,* Philadelphia; and scores of others which may be seen in most city libraries. Such journals are gradually growing in number and influence, and to those having a wide and intimate knowledge of Latin-American affairs there would seem to be, from time to time, quite a number of business openings in connection with the editing and publishing of these magazines.

Apropos of some of the newspaper opportunities referred to in this chapter, another English journal has recently made its appearance, this time in Valparaiso, Chile. The following announcement is taken from the *West Coast Leader,* of Lima, Peru:

The Chilian News, a new English weekly, has appeared in Valparaiso, in competition with *The South Pacific Mail.* The new paper presents a very creditable appearance, is printed on fine paper, well illustrated, has sixteen pages, and retails at 20 *centavos* a copy. The first number appeared on November 21.

The editors of the new publications in their foreword outline the policy of *The News* as follows:

"*The Chilian News,* as a purely Anglo-Saxon undertaking, will endeavour to uphold the honour of the Old Country, and to safeguard the interests of one and all of its people, which a more powerful will than their own, at times, has moved to these far-away shores and people, in whose midst, however, kind hospitality and a convenient means of livelihood do not lack. None the less, care will be exercised not to see things in a too imperialistic light, and all international affairs will be handled with strict impartiality. Nor is this all. The American and German residents of Chile will find this little publication as keen in the upkeep and protection of their good cause as if it were its

own, and it will look after their respective interests in the right way, serving them faithfully, respectfully and enthusiastically.

But the work of *The Chilian News* does not end here. Amongst the principal duties it is by nature called on to fulfill is that of furthering the already satisfactorily commercial and social relations existing between Chile and the Anglo-Saxon nation of the world. It will help waive the still unfortunately too mistaken idea which people abroad have in regard to Chile, and it will avail itself of every opportunity to encourage the influx of foreign capital and immigration.

We think to have acquainted our friends and supporters with our intentions as far as necessary. There are many difficulties to be overcome before this little venture can, in justice be called a success, but we set about the work in high spirits, hopeful as to the turning point of the future, and enthusiastically, finding consolation in the thought that many of the English-speaking people here will make *The Chilian News* their medium of inter-communication between themselves and the people abroad, since it tells them all about Home, and Home all about them.

MANUFACTURING

Broadly speaking and compared with similar industries of the United States and Europe, the business of manufacturing in Latin-American countries is in its infancy. A study of the countries shows a few great manufacturing concerns like the Liebigs of Argentina and Uruguay; the cotton mills of Peru; the Monterrey works of Mexico; the locomotive works of Chile; the cotton mills of Brazil, one district of which employs 8000 workmen; but such great business enterprises as these and also those of other Latin countries where vast capital is invested, do not belong to the province of this little work. There are, however, countless opportunities for small factories where only a moderate sum of money is necessary for outfitting a plant. For instance the establishment of canning factories, laundries, ice plants, creameries, pottery works, glass, tile, brick, sewer pipe, and many other smaller lines of manufacturing might be investigated by persons especially interested in this work.

As an example of the success of the modern dairy the establishment at the small town of Tingo on the Southern Railway of Peru, shows what may be done even in mountainous sections. The demand for the butter and cheese from a certain modern plant on the Guayaquil and Quito Railway also offers another illustration of what up-to-date methods, combined with small capital and brains, can accomplish.

Another example of the success of the modern creamery is that recently established at Maracay, Venezuela.

The prosperity of the enterprise is assured and its products are already in demand; the proprietors are so pleased with the venture that they are investigating other sections of the republic with a view of one or more branch establishments.

Peru has cheap sugar and a moderate yield of fruits, Indian corn, etc.; importation statistics show that quantities of canned goods and preserves are annually purchased. A cannery and preserving factory started on a small scale should prove a profitable venture if managed by an experienced person and under the moral support of the government.

Immense quantities of sulphur are available in the Republic and this fact suggests the manufacture of sulphuric acid, an article of extensive consumption in Peru. Alcohol being cheap, it might be possible to make varnishes, dyes, and paints. Scores of more or less similar industries would have a virgin field. Indeed many cities and towns present innumerable manufacturing opportunities. Cuba for instance, has only three modern shoe manufacturing concerns, all of which are located in Havana. These establishments turn out on an average three hundred and seventy-five pairs of shoes a week, which does not begin to supply domestic needs. In five years the importation of footwear increased 100 per cent; and the present shoe trade of the Island amounts to $4,000,000 annually.

As to wages paid workers in Cuba a factory foreman earns $15 a week; other employees about $1.75 per day; the shoes manufactured are sold to dealers at from $20 to $40 a dozen pairs; and the retailer usually demands a profit of from 15 to 25 per cent.

When it is remembered that these suggestions refer to only a small section of one or two countries and that various other republics offer as many or even a greater number of opportunities in manufacturing lines, the fields open for further investigations are enormous. Where the small manufacturer in the United States is crowded out by the countless giant concerns that have unlimited capital, the Latin-American countries undoubtedly invite the closest study.

Again, the waste from stores and shops that may be seen in most of the Latin cities is turned to profit in the United States—it is manufactured into useful commodities, such as fibre products and scores of other things of that nature.

Most, if not all of the Latin countries welcome manufacturing concerns, and in many cases lands for factory sites are donated, machinery is admitted free of duty, and other inducements are offered, . The rapid increase of electric power and the countless water courses that are being harnessed are factors that might also be taken into consideration by those investigating manufacturing prospects. An illustration of the larger factory going into the field of production of raw material is furnished by the Goodyear Rubber Company, which is now building a factory in Brazil and, by utilizing the Amazon rubber, will endeavor to supply the whole of South America with rubber goods of all descriptions.

Manufacturing in the Central American States is also still in its infancy, although the raw products are available for many varieties of manufacture. Honduras, for illustration, may be taken as typical of the other Republics. This country has fifty-nine factories,

which make soap, candles, ice, beer, cement, cigars, and shoes; most of these works are on a very small scale, but modern machinery is used in some of them. In an interior section there are several mills which make flour, rum, and refine sugar, while the capital city has quite a prosperous shoe factory with modern machinery.

Many North Americans and Europeans are greatly interested in the development of manufacturing in Argentina, inasmuch as a field for the sale of manufactured products is enlarged or lessened according to progress in this line. Mr. H. T. Gordon-Ross, formerly a journalist of Buenos Aires anticipating the desire for information on this important subject, thus discusses the question:

When one looks for manufactures in Argentina one is at once confronted by the lack of native fuel. Practically no coal has yet been found, or any adequate quantities of really useful petroleum. Some factories there are, notably one large one in Buenos Aires, belonging to an Italian firm, which turns out excellent cloth and linen. Strange as it may appear, however, this important establishment in effect denies its own existence. The present writer, while at one time in search of statistical information regarding the workers employed in factories, was blandly told by the manager that the firm were not manufacturers but importers. As a matter of fact they are both, since they send their stuffs away, usually not farther than across the river to Montevideo, from whence they return as European goods. By this method a much better price is obtained for a really first-class article than if it had been put on the market as of native manufacture. For this the Argentine has himself to blame. In his new-found prosperity Europe is the promised land to which he makes trips as often as and sometimes more frequently than his income permits. Paris is his Mecca and, even more intensely so, that of the ladies of his family. Therefore French clothes stand highest in his and their esteem, as

do most articles of greater luxury which come from France. If the Argentine is not always the best judge of the value he gets for his money, he takes care that he gets plenty to show for it.

* * * * *

The following list of manufacturing enterprises in Latin American countries, while not entirely complete, may be regarded as typical of the various industries that have sprung up within recent years:

Argentina—330 flour mills; cotton mills; 62 weaving establishments, 8 meat freezing plants; sugar mills, furniture factories, machine shops, leather goods factories, shoe factories, book binderies, clothing factories, works for construction materials, beer, wine, spirits, plants, etc.

Bolivia—A shoe factory; several breweries; primitive pottery; match factory; various minor industries, such as the making of Indian blankets, ponchos, etc.

Brazil—Cotton, silk, flour, sugar, and other mills; leather goods factories; breweries; tobacco, shoe, clothing, hat, wine, rubber, and other factories. Powder factory at Piquete.

Chile—Manufactures food products, beer, wine, shoes, clothing, leather goods, vehicles, furniture, pottery, textiles; machine shops, which are beginning to make locomotives.

Colombia—Iron works, sugar mill machinery, castings, matches, furniture, cotton mills, breweries, etc.

Costa Rica—Distillation of spirits, shoe, wagon, leather goods, rope factories.

Cuba—Shoe and leather factories, sugar mills, canning and preserving works, match factory, ice plant.

Dominican Republic—Sugar mills and various small articles of home consumption.

Ecuador—Hat factories, flour mills, breweries, sugar and chocolate factories, crude calico factory.

Guatemala—Candle, soap, ice, furniture, and hat factories. Tanneries, several breweries, sugar mills, and native pottery.

Haiti—Shoe factories, the output of which is nearly sufficient for the country's needs; soap, match, rum, and a few other small establishments.

Honduras—Hat, cigar, tobacco, shoe, ice, cement, candle, and a number of other small industries.

Mexico—Cotton, tobacco, pottery, leather goods factories; breweries, iron works, twine, hammock, cloth, and other products of the sisal plant.

Nicaragua—Furniture, boots and shoes, candles, cigars, soap, and cigarettes, are made on a smaller or larger scale; breweries, sugar plants, etc.

Panama—Hats, cigars, rum, etc.

Paraguay—Lace making by native methods, distilleries.

Peru—Cotton factories, silk-culture, cocaine, hats, some furniture. In the Peruvian propaganda office in Paris there are displayed 150 articles of Peruvian manufacture.

Salvador—Soap, candles, tiles, furniture, cigars, hats, fiber, ropes, leather goods, hammocks, etc., are made on a small scale by primitive methods; one brewery.

Uruguay—Candy factory, meat-packing factories, wines, etc. Leather goods.

Venezuela—Matches, oil, and butter factory, cotton mills, paper factory, several chocolate factories, meat packing establishment, etc.

OPPORTUNITIES FOR HOTELS IN LATIN-AMERICAN COUNTRIES

Persons considering the opportunities for the establishment of new and modern hotels in Latin-American countries have a wide and most inviting field. Generally speaking, the majority of hotels found throughout those countries have not kept pace with the progress made in other lines of business. The high standards of comfort and luxury that are offered by the best hotels of Europe and the United States are not yet to be enjoyed in any of the Latin-American cities, excepting Buenos Aires. In other cities, like Havana, Rio de Janeiro, Mexico City, Sao Paulo, Panama, etc., there are a few good hotels, which appear to be doing a fair amount of business. In Panama the comfortable hotel operated by the United States Government, more particularly for the use of the Canal officials, has become a popular hostelry for the traveling public; while the hotel recently erected at Colon is fast becoming a Mecca for tourist and business man, although it is reported that this house is not yet on a paying basis. But on looking over the field of Latin America this fact seems to be true that wherever fine hotels have made their appearance they usually are quite well patronized by native as well as foreign travelers.

The Ritz-Carlton Company with its system of hotels has entered Buenos Aires, Rio de Janeiro, and Sao Paulo, and the company is said to be contemplating the establishment of hotels in various other South American

cities. Any company proposing to erect and operate hotels in such cities would, therefore, need a large amount of money to meet active competition.

In the smaller cities of Central and South America there are many opportunities where modern hotels should prove a boon to travelers as well as profitable investments. Some of these cities are Caracas, Bogota, Quito, Lima, La Paz, Santiago, Arequipa, Concepcion, Valparaiso, Asuncion, Montevideo, and many smaller cities and towns. The large tourist travel to Panama is making San Jose, Costa Rica, and Caracas, Venezuela, especially important cities needing better accommodations for travelers.

The present hotels at all of these cities are generally inferior to the recognized standard of good hotels, as known in this country. In Santiago, for illustration, the famous building fronting on the Plaza de Armas is most pretentious, its rooms are large and over-furnished; delightful balconies overlook active streets and attractive foliage. This hotel needs modern management; meals are inferior, sanitary arrangements are far from good; the office is in the wine room, which is a dark, dreary place, and frequently no one is to be found to attend to business and the departing guest is compelled to search the place to find a porter or cashier. Other hotels in Santiago give better food but their locations are on narrow streets and generally uninviting. This condition is typical of many other Latin-American hotels; often good buildings are marred by lack of modern conveniences and capable management. The native travelers appear to accept such conditions as a matter of course; but the foreigner, accustomed to the

clean and attractive city hotels found in Europe or the United States, leaves in disgust and carries with him a story of discomfort or even hardship.

Cartago in Costa Rica furnishes a splendid illustration of what may be accomplished with a little money and progressive ideas. A Frenchman has constructed of corrugated iron a one-story hotel; land was cheap and his place occupies a large area; growing flowers are in profusion. Rooms are severely plain but scrupulously clean; meals are really excellent, and a French chef, immaculate in white, presides over the kitchen. Well furnished lounging rooms and a pleasant office are provided; horse-back excursions to interesting mountain sections provide novel entertainments in the great outdoors; moving pictures and music in the patio give the little hotel a peculiar charm; on the whole the tourist is captivated and "stays over," and thereby helps to swell the funds of the proprietor. The latter understands his business, and his example is one that might be followed with profit in scores of smaller cities and towns all over Latin America.

In considering the opportunities for modern hotels in Latin America one should remember that the ideas and tastes of the Latin and the Saxon widely differ; features that please one are greatly disliked by the other. The new hotel entering any community should become popular with native as well as with foreign travelers; and in catering to the likes and dislikes there is much room for study of life, manners, habits and customs. Such facts, of course, will not be overlooked by the company proposing to enter the Latin-American field.

A study of the movement of commerce will throw much light on the possibilities of the hotel and its ultimate success. We know that the eyes of the commercial world are more closely fixed on the Latin-American countries than ever before; a greater number of travelers are visiting them annually than in any period of the past; Latin America is fast modernizing in all lines, and the coming of the modern hotel is sure and certain. A beginning has been made in the most eastern Republics by the establishments of fine hotels in Buenos Aires, Rio de Janeiro, etc., and the traveling public in the western countries is rapidly expecting and demanding similar hostelries.

The rates charged by the Ritz-Carlton hotels in South America are slightly higher than for similar services in their European houses. They are operated on both American and European plans. Meals are from $1.50 up; rooms from $6 up; the rooms in Buenos Aires at $6 being a very small one with one window and without bath. Better rooms with bath cost $8, and with three meals a day the expenses are something like $12 per day. These are ordinary rates at The Plaza, Buenos Aires, when the house is well filled with guests.

At many fine hotels along the Avenida de Mayo fairly good rooms may be had for $2 per day; meals at any of the many cafes along this street are from $1 up. At some of these hotels a very good dinner is served for $1.50, including wine. The hotels at Buenos Aires are the best in South America.

La Paz, Bolivia, is typical of the hotel of the far interior section of the continent. There is only one hotel but several houses where travelers are enter-

tained in this city of 80,000 people (large percentage of Indian population), and in season it is often difficult to secure accommodation at the main hotel; but an annex is used to hold the overflow. The main building is old and not suited to modern entertainment of travelers. There is no provision for heating the hotel, although the nights in some seasons are extremely cold. Coal for cooking is worth $35 to $40 per ton; consequently most of the heat for cooking is produced from fagots or from small pieces of brush or wood brought many miles on burro or llama. A small modern hotel operated on up-to-date plans might in a short time overcome the popularity of the out-of-date structure. In the future electricity, which now lights the city, will doubtless be used for heating and cooking purposes.

LAW

Compared with the opportunities for those skilled in the constructive professions, the young lawyer will have fewer chances of success. The fact is obvious. In the first place the practice of law implies speaking and talking in every shade of which a language is susceptible, and a North American would probably be years in acquiring a proficiency in the foreign tongue. Again, the Latin-American laws are derived from different sources from those of our common and statute laws, and the English-speaking lawyer would be compelled to begin again the study of fundamental principles of legal knowledge. To be added to this task would be the legal examination, which is said to be extremely difficult or even impossible for the foreigner to pass. Furthermore, the law often leads to political position, and the Latin would surely and rightly resent any meddling with his politics. Politics should be left strictly alone by the stranger; it is in the commercial and industrial development that foreign enterprise is favored.

Of course there are great United States corporations operating in Latin-American countries and these home concerns require legal talent of the highest order, and I believe that there are limited openings for the lawyer, but he should be associated as a counsellor rather than a practitioner before Latin-American tribunals. A few of our attorneys are making a success of their Latin-American cases, among whom a former chief clerk of the Department of State at Washington is an example.

A young practicing attorney recently asked me this question: "What would you advise me to do in order to secure Latin-American business—to become a specialist in legal matters affecting our respective countries?"

I asked him what he knew about these Republics. When he acknowledged that he was unacquainted with their progress, language, customs, and had never visited any one of them it was evident that he needed a primary course of study.

I suggested, first, that he study the Spanish language (if interested in Brazil, the Portuguese); that he inform himself of the commercial and industrial progress of the several countries, upon which depends much legal work. He should thoroughly post himself as to what great combinations of capital are doing in Latin America and especially the legal procedure that permits foreign capital to acquire holdings and operate industries. The history of each country should be studied, so that when he applies to the head of some great corporation the latter will be impressed with the applicant's familiarity with things Latin-American.

Scores of books on each Latin country are to be had at all libraries; hundreds of papers and magazines of this country are telling of the progress of commerce and industry toward the southward; and one possessing the excellent training that the American university gives, as was the case with the gentleman in question, certainly has a fine foundation upon which to build a career. And in my opinion there is no better way to become the legal specialist for Latin-American business than to *thoroughly inform* one's self as to what those lands are doing politically, commercially, industrially,

legally, and educationally. This knowledge is acquired gradually from study, or better still, from mingling with the peoples themselves. If one cannot mingle with the Latins in their own countries there are many societies in the United States that promote this fellowship; notably, The Pan American Society in New York; The Spanish-American Atheneum, of Washington; and Latin-American clubs in many cities and in numerous institutions of learning. These courses are open to anyone who chooses to enlist in the work. (Also see chapter on Journalism.)

INSURANCE

Quite recently I had a long interview with the general manager of one of our largest life insurance companies. This concern employs thousands of men of all ages and its operations extend to many lands. At present this company is endeavoring to extend its business to Latin-American countries, but one of the difficulties, so this official stated, has been the inability to secure competent agents, who can talk insurance to the people in their own language. An indication of the earnestness of the official's statement is the fact that his own son is studying the Spanish language with the promise of a high-salaried position as soon as he is qualified.

Not all men could, of course, hope to compete with the son of an official, whose pathway might be made less difficult by preferment, but the idea occurred to me that here is a fine opportunity for some of our insurance men.

United States and Canadian companies are already in Latin America, but there is sure to be development in all branches of insurance.

In Mexico City before the unsettled conditions paralyzed trade, I knew several North Americans who were doing an excellent business in various lines of insurance. These gentlemen, however, had resided several years in the Mexican capital and spoke the Spanish language fluently and were otherwise very competent men.

BANKS

COMMERCIAL INTELLIGENCE

Many persons well informed on South American affairs believe that it is only a question of a few years, or possibly sooner, that United States banks will be established in the larger southern cities. These institutions are greatly needed for the further development of commercial relations. Young banking clerks might watch the progress of the above movement as it foreshadows a number of banking positions for those qualified to fill them.

The present currency reform measures recently passed by the United States Congress will doubtless open the way for branch banks in Latin America and other movements in which financial United States is interested and has been investigating are likely to result in better banking facilities for our commerce.

As these lines are written a report comes from South America relative to the investigations of representatives of the Gould interests and their possible entry into South American financial fields.

In speaking of the possibility of the establishment of United States banks in Latin-American countries, a well-known New York financial writer, whose name for certain reasons is withheld, has the following to say:

The Nicaraguan authorities and the American bankers commissioned Charles A. Conant to undertake the work of reëstablishing Nicaragua's currency system and of laying the foundations for the American bank which it was agreed would be

established at the Nicaraguan capital. Mr. Conant met these heavy responsibilities in Nicaragua as satisfactorily as earlier he did when he established the present fiscal and currency system in the Philippines. The American bank in the Nicaraguan capital is now organized. It is owned by American capital. It will therefore pass into tradition as the first of the American banks which are presumably hereafter to be established in the financial centers of the Latin-American republics.

Several banking houses of this country which possess large resources and are managed with business statesmanship have sent representatives to South America within the past ten or twelve years for the purpose of learning whether it is commercially practicable to establish American banking institutions in the large financial centers of South America. Some of the earlier reports of these representatives were not very encouraging. They were unable to see where immediate or even prospective business that would be profitable was to be obtained. But recently swift and very important developments of international commerce between the United States and South America have been made. These point to the feasibility, from the commercial point of view, of the early establishment of American banks, that is to say, banks owned and directed by United States capital in the South American republics.

* * * * *

On the west coast of South America, like favorable opportunities for the early establishment of American banks in Chile, Peru, and after a time in Bolivia and possibly Ecuador, will be recognized by American capital. The very large business which the industries identified by Charles M. Schwab's name and by the Guggenheim's name, which these two interests are to carry on in Chile, will undoubtedly furnish profitable employment for American banking capital in Chile. The one item of exchange will of itself be one of the chief considerations which will lead American capital to establish banking institutions in South America.

Closely allied to banks and banking are the commercial intelligence offices, which we find scattered

around the world. The great institution of Dun and Company, of New York, is typical. Its branch offices have been opened in Mexico City, Havana, Rio de Janeiro, Buenos Aires, etc., and exporters and importers have already found this company's services invaluable in reporting on the financial responsibility of merchants and business men generally. Gradually this line of work must extend to all of the larger Latin cities and doubtless a number of North Americans will be needed to carry on the investigations, etc. In talking with one of the managers of a South American office of the above mentioned firm I was informed that they have vacancies from time to time for young North Americans, and that the company has difficulty in securing competent assistants. They want young men who will go out and remain in the work in foreign lands; those who will "grow up with the business."

MEDICINE—DENTISTRY—HOSPITALS NURSING

The wonderful transformation of tropical lands and the leading part the medical profession is taking in this conquest should not be overlooked by young physicians seeking a field for useful service.

Most of the larger corporations engaged in tropical development have a medical department; and a typical illustration is found in the United Fruit Company, with its 30,000 or more employes scattered all over Central America, the West Indies and northern South America, whose large corps of physicians according to the company's statement, rendered medical and surgical aid to 77,939 persons last year.

This is only one case (see appendix for names of other companies) but when the numerous American companies that are engaged in tropical development and their plans for more active work are considered, the field for the physician and the sanitary expert are seen to be gradually extending. General Gorgas and his men made the Panama Canal a possibility; and likewise in the further development of tropical and subtropical lands the first problem is to make them habitable for the foreigner and more healthful for the native.

Speaking of the progress of sanitation in Amazon jungles the *West Coast Leader,* of Lima, Peru, grows enthusiastic, basing its editorial, from which the following is an extract, on the work of the three North Americans who went to Iquitos about a year ago and

who have already accomplished marvels. Here is what this paper says:

THE WINNING OF A CONTINENT

The conversion of Iquitos, in the heart of the miasmic and fever-breeding swamps of the Amazon Basin, into a healthy trading station, is one of the most interesting problems which the modern scienceof sanitation has been called upon to encounter in the past decade. If the battle is successful it means the opening up to colonization and civilization of one of the greatest virgin areas existing in the world today. Dr. Converse has driven the first stakes, thrown up the first barricades and established the temporary fortifications for a white man's stronghold in the jungle-clad lowlands of the great river region. The "sappers" were close on his heels. They have drawn up the plans and laid the foundations for the "permanent fortifications"—fortifications of two-metre drain pipes, clean water supply and sanitary camps and highways—which have been the deciding factors on more battlefields during the last generation than a double preponderance of Krupp and Creusot guns. And the urgent question of the Peruvian Orient today is whether these plans will be carried to their logical conclusion or whether the skeleton legions of the "yellow jack," the beri-beri, and the plague, will be allowed to encroach again upon the hard won territory, and ring the death knell of progress in the lands beyond the Eastern Cordillera for another thirty years.

* * * * *

The future of the Amazon valley lies beyond the dull prophecies of Mincing Lane, for as long as mankind breeds on the face of the earth he will keep pushing the "last frontier" chuck up against the mountain peaks or into the depths of the sea.

In most Latin-American countries the medical examination required of young physicians seeking a license to practice is too difficult for the foreigner to stand, as it is conducted in the Spanish language.

In some of the countries, Colombia for instance, the bars have been removed and an experienced graduate of an institution of recognized medical standing may practice medicine without an examination.

Relative to the practice of medicine in the various Latin-American countries, the Pan American Union has supplied the following data, which may be taken as fairly typical of the requirements of the several republics.

OPPORTUNITIES FOR AMERICAN PHYSICIANS

The majority of the larger cities of Latin America are well supplied with physicians, numerous native as well as European and American physicians being located at Buenos Aires, Rio de Janeiro, Santiago, Lima, Mexico City, Havana, etc., while in the smaller cities the physicians with a diploma from one of the universities of their own country are well favored.

It is not likely, therefore, that an American physician could successfully establish himself in any of the cities of Latin America, although this depends, of course, on the skill and ability of the individual, even as it would in the various sections of the United States.

Some of the large mining or construction companies occasionally require the services of a physician for a few months or sometimes for a few years, and in that case, they generally advertise in one of the numerous Latin-American trade papers, such as the *American Exporter*, *Foreign Trade*, *La Hacienda*, etc., and it may be well to subscribe to some of these.

In order to practice in any one of the twenty Latin American Republics it is necessary to have the diploma

of the foreign university revalidated and in addition thereto an examination must be taken, in most of the republics. The conditions vary of course, in each country.

THE PRACTICE OF MEDICINE IN VENEZUELA

Because of the fact that there is an impression among the members of the medical profession in the United States that foreign physicians are not alowed to practice in Venezuela, somewhat due perhaps to publications to that effect in American medical journals, the Government of Venezuela has recently complied with the request of this legation to grant full legal authority to American citizens to engage in the practice of medicine.

After having come to Venezuela eight months ago to practice his profession, and being refused a license repeatedly because the Venezuelan laws prescribe that license can be issued only after examination by a commission composed of members of the faculty of the National University, which institution has been closed for nearly two years, a citizen of Mississippi called at the legation and stated that he had not been able to secure permission to practice. His diplomas from Tulane University, New Orleans, and certificates from the State Boards of Health of Louisiana and Mississippi were examined and this legation wrote a note to the Foreign Office asking that temporary authority be granted. The request was promptly complied with, his license being issued jointly by the Minister of Public Instruction and the Minister of the Interior, which afforded ample protection.

Since this permission was secured, it is learned that two other American physicians, who waited even longer for licenses, finally left, it never occurring to them to seek the aid of the legation for what they desired. No recommendation is made that there are opportunities here for American physicians, but it is desired to correct the false impression that they are discriminated against by the Government of Venezuela.—American Minister Preston McGoodwin, Caracas.

THE PRACTICE OF MEDICINE IN BRAZIL

Art. 37. Foreign physicians who wish to obtain a certificate in medical and surgical science must present to the Board of the Medical School a certificate or diploma, together with the receipt of the payment of the special examination tax.

Art. 38. Foreign physicians must take the examinations required for the entire course in medicine and surgery in the national schools of medicine, that is, the entrance, intermediate and final examinations.

Art. 39. Interpreters will not be admitted to any of these examinations, and both the examiners and the examined are forbidden to use any other language than the Portuguese.

RULES GOVERNING THE PRACTICE OF MEDICAL PROFESSIONS IN ARGENTINA

Graduates of American medical and dental colleges with the proper degree who wish to enter the Argentine medical or dental faculty to practice their professions in that country must present the following documents:

The Diploma of the college in which the student graduated. The signatures of the rector and secretary on the diploma must be authenticated by the Secretary of State, ratified by an Argentine consular officer there resident, and his signature in turn certified by the Argentine minister of foreign affairs. As a matter of convenience, the signatures on the diploma might be authenticated by a local State officer before being sent to the Secretary of State at Washington.

The diploma is then to be presented at the office of the secretary of the faculty, accompanied by a translation of the same in Spanish, made by a public translator on stamped paper. The public translator must also call at the office of the secretary and sign a document

acknowledging and confirming the genuineness of his signature.

When the diploma has been accepted by the faculty a day will be fixed on which the candidate shall appear at the Secretary's office, accompanied by two witnesses, who must not be relatives or minors, who shall declare in writing that the candidate is the real and lawful owner of the diploma presented. In addition to this, the candidate must present a petition, written on stamped paper of the value of $1.00 asking to be inscribed in the faculty and to be allowed to take the examinations necessary for the "revalidation" of his diploma.

The examinations made by the faculty are in the Spanish language, and embrace the same groups of subjects and are conducted in the same order and form as prescribed for the alumni of the local school. Provisions are made for reëxaminations in case of failures in the first instance.

The fees for "revalidation" are: Medical diploma, $382.14, United States money; dental diploma, $148.61.

Relative to foreign physicians practicing their profession in Peru, the American consul general at Callao, W. Henry Robertson, makes the following report:

> The Peruvian regulations require that physicians who are graduates of foreign universities, and who desire to practice their profession in Peru, shall present themselves before the Faculty of Medicine of the University of Lima (Facultad de Medicina de la Universidad de Lima), bringing with them the diploma of the university from which they have graduated, with the signatures properly legalized by the Peruvian ministry of foreign affairs, and a certificate of personal identity issued by the minister or consul of the nation of the applicant resident

in Lima. In the absence of these officially there must be produced a legal identification by witnesses.

The fees, which are to be paid before taking the examinations, amount to $493 American currency, which is the equivalent of the dues incurred by an alumnus receiving his medical instruction in the University of Lima. The examinations are five in number, and are taken in the following order:

(1) Theoretical-practical. The theoretical comprises descriptive, general, normal, and pathological anatomy, and general and human physiology. The practical consists in actual dissection of the cadaver, together with a proper description of such dissection.

(2) Theoretical-practical. The theoretical comprises general pathology, and internal and external nosography, while the practical consists in the performance of one or two surgical operations upon the cadaver.

(3) Theoretical, which comprises medical natural history, medical chemistry, and medical physics.

(4) Theoretical, which embraces therapeutics and materia medica, medical jurisprudence and toxicology, and hygiene.

(5) Practical, which comprises the clinical examination of a patient, another of surgery, and another of obstetrics; also, diagnosis, treatment, and clinical histories.

The requirements which graduate dentists of foreign universities have to meet in order to practice their profession in Peru, are the following: They must pay the fees of matriculation, which amount to $244, and to stand two examinations in this order:

(1) Theoretical, which comprises anatomy and physiology of the mouth.

(2) Theoretical-practical, which comprises pathology of the mouth and the performance of one operation in dental surgery.

The requirements for surgeon dentists who desire taking the examinations above referred to are the same as those exacted of physicians and surgeons.

Persons in the United States contemplating practicing these professions in Peru and desiring more detailed information than is here presented, or printed copies of the exact laws, regu-

lations, etc., governing such matters, should invariably address themselves to the Dean of the Faculty of Medicine of the University of Lima (El Decano de la Facultad de Medicina de la Universidad de Lima), Dr. Ernesto Odriozola, Lima, Peru, and not the consulate general.

According to the Pan-American Union, which is authoritative, there is no reciprocal arrangement in force between any of the Latin-American republics and the state medical boards of the United States whereby graduates of one country may be admitted to practice in the other without examination. The republics of Central America have such an arrangement between themselves where the diplomas of the medical colleges of one country are recognized in the others.

Anuario del Comercio or *Directory of Costa Rica*, gives the number of practicing physicians in that country as 81; of Guatemala, 78; of Colombia, 382; of Nicaragua, 78; Panama, 40; Dominican Republic, 54; Venezuela, 379. As the data for this directory was probably collected a year or more ago it may be presumed that in each case the number of physicians has slightly increased.

Another field not yet overcrowded and one which the medical graduate might consider, is that of salesmanship. Medical appliances of every description are becoming more and more important, and very frequently the ordinary salesman finds himself handicapped in exploiting a given invention or machine. Here the man with medical training, combined with the salesman's instinct, has a growing field.

Dr. Robert E. Swigart, chief of the Medical Depart-

ment of the United Fruit Company, who recently returned from a four months' tour of inspection of the company's hospitals, made the following statement:

The building of railways and other commercial enterprises are no less active than measures to protect the country against the invasion of quarantinable disease.

Towns are being laid out with special reference to an adequate water supply and sewerage system and streets detailed with particular attention to sanitary requirements.

Two large hospitals at Tela, Spanish Honduras, and Santa Marta, Colombia, will be opened to patients this month and another at Trujillo, Spanish Honduras. is well under way.

These new buildings will complete an almost continuous chain of United Fruit Company hospitals between Belize, British Honduras, on the north side, and Santa Marta, Colombia, on the south; and with the completion of the rat-proof piers at Tela and Trujillo, coupled with protective measures in the older divisions, we are confident that no country will be more sanitary or more healthful than the West Indies and Central America.

DENTISTRY

American dentistry is popular all over the world, and perhaps nowhere more so than in Latin America. Many young men from the latter countries have taken courses in the United States or Europe and are now successfully practicing in their home country. In Guayquil the writer made the acquaintance of a dentist, who not only took a college course in the United States but every piece of office furniture as well as all of his instruments were of United States manufacture, and it it needless to say, he had built up a good practice.

Young North American dentists who are not satisfied with their present outlook might investigate the South American field, where there are many shining examples

of successful men who have gone from the United States.

One of the most notable careers is that of a North American who has amassed an enormous fortune in Argentina, which was made possible jointly by his professional income and by judicious investments in real estate. This dentist today employs a number of his countrymen and his several offices and professional work-shops in Buenos Aires present scenes of successful work.

Several years ago before Mexico became involved in revolution, I knew two dentists from the United States who were very successful in their practice in Mexico City. In most Latin-American cities it is a profession that is not yet overcrowded, and if one can pass the required examinations, the field is large in a number of the Southern Republics.

Closely associated with the opportunities for experts in tropical diseases and sanitation are the openings for the trained nurse. All of the larger fruit companies with their ships and railroads have need from time to time for nurses; and to get into touch with the appointing power is a simple matter.

Two miles from Bocas del Toro in the heart of a Panama jungle stands a fine new hospital. It is surrounded by towering palms and other beautiful growths of the tropics; and although far from the maddening throngs, its wards are modern and the staff of physicians and nurses are performing a noble service for the benefit of humanity, as well as making a living themselves and acquiring experience that can be made profitable in many other lands.

Similar enterprise is to be seen near Santa Marta in Colombia; at Limon in Costa Rica; a few miles from Barrios in Guatemala; in Cuba, in Jamaica, in Venezuela, in Panama, and in many other sections of the tropics. These opportunities are gradually extending the professional nursing field, and while the locations of some of the hospitals are isolated, there are certain compensations, and then, too, the companies operating the parent industries have rules for transferring their employees. If one's station is not quite satisfactory a transfer may be expected in a reasonable length of time.

Many of the noble young women who went "to the front" when the Panama Canal was in its early stages, performed heroic services by facing dangers and diseases innumerable. They might be termed the advance guard of nurses, and other heroines will be needed as the conquest of the tropics expands and enlarges the field.

MISCELLANEOUS OPPORTUNITIES

The great fruit, steamship and railway enterprises, like the *United Fruit Company*, which employs more than 30,000 men; the *Atlantic Fruit Company*, the *Hubbard-Zemurray Company*, of Mobile; the firm of *Vaccaro Brothers*, of New Orleans, and other companies are rapidly developing vast sections of Central America, northern South America, and various islands of the Caribbean. These are gigantic enterprises, and include the operation of steamships, railways, stores, hospitals, and in fact enter into so many phases of constructive and development work that they offer opportunities for skilled workers in almost every business and professional line. To navigate their ships they require officers and sailors; to build their railways they need men of various engineering sciences; the operation of their trains demand railroad men of all grades; to keep their stores many managers and clerks must be employed; hospitals need physicians and nurses; so as these companies grow, as is natural to suppose and judging by past records, there gradually unfolds a vast field of labor for all classes of workers.

In the real estate business the city of Havana furnishes an example of what may be accomplished by modern advertising, a little capital, combined with business foresight. What young men did at the Cuban metropolis might be duplicated in other Caribbean cities, which are now being brought to the attention of the world by the Panama Canal route.

Speaking on this subject a recent issue of the *Progressive Cuba Magazine* contained the following:

The outlying lands along the suburban boundaries of the city were all undeveloped owing to the lack of transportation and the nonexistence of streets or sidewalks, lights, or water. The growth was further restricted by the fact that the sale of property on the easy-payment plan was at that time unknown, the custom being to buy and sell for cash. This being the case, a man with limited means could not acquire property except after a long period of patient accumulation.

Following the American intervention, a first new subdivision was opened, the proposition being considered a rather dubious experiment. The farm, of which this subdivision was composed, cost the buyers $16,000. It was later sold out in lots for $350,000.

The next subdivision opened was a farm which was first sold for $6000 and resold for $12,000. The ground was platted and again sold for $130,000, and the lots of which it was first composed are now valued at $600,000.

It has been claimed that with each opening up of a new subdivision the limit of buying capacity had been reached. This is an error. Never in the history of Habana have there been such opportunities for legitimate investment as at the present time.

During the past month of April, a new subdivision, the most distant from the center of Habana of any yet opened, was put on the market Monday, April 14. For the week ending April 19 sales totaled more than $100,000, and at the present writing practically 85 per cent of the subdivision has been sold.

In Panama a development company composed of English and local capitalists, has acquired lands in suburban sections of Panama City and is sub-dividing the same into building lots; modern sewerage is being installed and, it is stated, the company will erect a number of houses to be sold on the installment plan.

This is a venture that will doubtless meet with success if properly managed, as the growth and improvement of Panama's capital city is destined to become very active within the next few years.

The *London Daily Chronicle*, in speaking about small holdings in Argentina, makes some well founded observations which are not only applicable to that country but also to various other Latin republics. The following is an extract:

> What Argentina needs is colonization in the sense in which it is known in the United States of America and Canada, where an individual takes up land with the intention of settling permanently upon it, bringing up his children on it, and taking a personal pride in improving it to its utmost productive capacity, gradually acquiring the comforts and conveniences which go to make up a home. There is no reason whatever why similar homes (or homesteads, to use the Canadian term) should not be established in Argentina by European settlers.
>
> The existing exceptions which prove the rule amply confirm this.
>
> Hitherto the wonderful fertility of the Argentine soil and the comparatively primitive methods which have sufficed to extract its produce have not been in favour of intensive cultivation. Agriculture has been with most owners or tenants in Argentina a more or less transitory commercial venture rather than the congenial career of a life-time. The result has been that the largest possible areas have been secured and worked in a comparatively rudimentary manner, the tenant or owner trusting to the known average yield or to Providence for a successful issue.

In most all Latin-American countries there is a growing demand for novelties, specialties, electrical devices, patented articles, etc., etc., and the international parcel post system is bringing the dealer into close touch with

the purchaser. For instance, we see that in the past four years the parcel post imports into Chile have almost doubled; and according to the American consul in Valparaiso, the present year promises to be a record-breaker in the number of packages received in that country. For the first eight months of 1913 there were 33,350 packages received, against 29,200 for the entire year of 1912.

Writing on the subject Consul Winslow at Valparaiso has, among other things, the following to say:

> The international parcel post business is by far the cheapest and quickest means of importing small articles since no charges are made other than duty and the goods are delivered on three days' notice while through the custom house it usually takes three or four weeks. The postal authorities are doing their best to take care of the rapidly increasing business, which is badly congested in Valparaiso at present.
>
> It does not seem that American interests are getting a fair proportion of this business, which is largely due to the fact that the present parcel post convention between the United States and Chile does not provide for the C. O. D. feature which allows the purchaser to examine the goods before paying for them, as is the case between Chile and Austria-Hungary, Belgium, France, Germany, Italy, and Switzerland. Many houses in these countries require payments with the order, equal in some cases to 25 per cent, to cover return charges and damages in case goods are not taken on arrival. This plan has reduced the returned packages to 3 per cent, against 20 per cent when no advance payment was required with the order.

What is true in Chile is largely the case in other countries, and the great houses, like Montgomery, Ward & Co., of Chicago, which are advertising extensively in Latin America, are reaping rewards from their mail order business. This is a line of business which

might be profitably taken up by smaller houses or even by individuals.

Again, oil-burning ships are fast coming into general use, and many shipping experts believe that oil as a motive power will eventually replace coal, just as the steamship has superseded the sailing vessel. In this connection statistics show that Peru is fast overtaking Japan as the eighth oil-producing country of the world, and the Standard Oil Company, with its army of employees, has recently entered this republic. An oil well in Comodoro Rivadavia, Argentina, is reported to be producing 1,000 barrels of oil a day; Chile, Brazil, and Bolivia are making a showing; Mexico produced last year millions of barrels; while in Venezuela a score of experts from the United States are systematically searching that country for oil; so with the increasing demand the oil business and its development may reach enormous proportions and thereby create many fine positions for geologists, chemists, engineers, superintendents, managers, etc.

What is true of oil discoveries is equally true as regards coal; large areas having been found in Colombia, Venezuela, etc., as well as the great mines of southern Chile which have long been profitably exploited. A number of young American engineers and scientists have recently been engaged in prospecting for coal in other Latin-American countries. Another scientist from the United States has been sent from Panama to Patagonia to study the common potato, and his report indicates a wonderful possibility awaiting the development of this important human food.

CLERICAL POSITIONS

Generally speaking, clerical positions all over South America are filled by natives and Europeans. Young men from the latter countries follow commercial and industrial undertakings and usually work for much less than a man from the United States would be willing to accept. Native young men of the different countries, many of whom are educated in the United States and in Europe, not only accept smaller salaries but live more cheaply than men from the United States. All over South America living conditions are considerably higher than in this country.

Another reason why our young men cannot compete with those above mentioned, is the fact that they cannot speak Spanish or Portuguese. The former is the language used all over Latin America, excepting Brazil which uses the latter tongue. Naturally, a young man seeking any kind of a position would be compelled to know the language of the country, otherwise he would be almost useless.

OPPORTUNITIES FOR AMERICAN RAILWAY EMPLOYEES

Young men employed as *railway telegraphers* and *railway conductors* in the United States are particularly handicapped in attempting to find similar employment in the Latin-American countries, for the reason that railways in these countries are generally operated by the use of the language of the country. Another subject to consider is the fact that European capital has built the greater majority of Latin-American railways, and it naturally follows that these com-

panies employ men of their own nationality. There are a number of exceptions, however, as for instance, the Peruvian Corporation, an English concern operating most of the railways of Peru, employs a number of men from the United States, but probably without exception all of them speak the Spanish language in the daily exercise of their duties. The Guayaquil and Quito Railway, built with United States capital, employs most of its conductors and locomotive engineers from the United States, but as the road is operated in a Spanish-speaking country, it is imperative that these employees know how to talk with the people whom they serve. Salaries of telegraphers and conductors are generally lower in the Latin countries than in the United States.

SALARIES AND LIVING EXPENSES IN RIO DE JANEIRO

From a financial point of view the North American would not improve his position by entering the employ of native or European commercial houses in Latin America. Even if he should possess the linguistic ability as well as ample commercial experience, the clerk, stenographer, or general office man can command a better salary in the United States. Should he secure a position with one of the great American corporations operating in Latin America, and know beforehand the amount of salary he is to receive, the case is altered and his chances enhanced.

Below are appended the amounts of some of the salaries prevailing in Rio de Janeiro, which may be taken as typical of other Latin-American cities. Sal-

aries of course vary in the different countries as well as in large cities and small towns.

The Brazilian Milreis is worth about 33⅓ cents in United States money.

	milreis
Monthly salary of junior clerk	100 to 200
Monthly salary bookkeeper or cashier	200 to 600
Monthly salary electrician	200 to 250
Monthly salary chauffer	200 to 250

The daily wage of workmen range about as follows:

	milreis
Baker	8
Brickmaker	8
Shoemaker	8
Painter	6 to 15
Tram conductor	6 to 8
Gardener	3 to 5
Engine driver	7 to 10
Tailor	4 to 5
Printer	3 to 10
Linotype operator	15
Mason	5 to 10
Carpenter	5 to 8

Cost of living:

3d Class hotel	5 to 6 milreis daily
2d Class hotel	6 to 8 milreis daily
1st Class hotel	9 to 16 milreis daily
Boarding house, with room	100 to 300 milreis monthly
Boarding house, meals only	50 to 100 milreis monthly

EMPLOYMENT AGREEMENT—SAMPLE FORM

Although it is unusual for companies to have the identical form of agreement in connection with the

employment of scientific or other assistants, it seems appropriate to give a sample form of one in common use by a well known company of the United States, which employs many North Americans in pursuing its operations in South America. Below is the form:

AGREEMENT OF EMPLOYMENT

NEW YORK OFFICE OF ———— COMPANY, —— STREET ———— Co., ————, ————, 191

GENTLEMEN:

This is to certify that ————, hereinafter called "the employee," has been engaged for the position of ——— at ———, South America, or at any other place in ——— where the Company may desire to use his services pertinent to such position, at a pay of ——— for a period of two (2) years, commencing on day starting to work in ——— and terminating two (2) years thereafter at the then place of occupation. The Company agrees to *advance* transportation from New York City to destination in ———. The Company will allow full time from date of sailing from New York to destination in———.

One third of the employee's pay is to be retained by the Company on each pay day, until a total sum shall have been retained equal to the amount advanced by the Company for transportation to destination in ———, also including any and all amounts advanced for transportation and expenses to and in New York. On the pay day following the end of one (1) year from date of commencement of his employment, if the employee is still, and has been in the continuous service of the Company, then the total amount of the money retained for advances will be paid to him. If he leaves the service of the Company before expiration of one (1) year, or should be discharged for good cause, then the Company will retain the amounts so deducted, and shall be under no obligations to pay the employee any part thereof.

At the end of a period of two (2) years, or longer, continuous service under this contract if the employee desires to immediately return to New York, then the Company will furnish him

with transportation to New York City. It is understood that unless the employee leaves ——— for his return trip by the first steamer available, after the termination of this contract, or any extension thereof, then such delay is at his own expense, and it is further understood that should he delay more than (30) days leaving ——— (unless prevented on account of sickness not attributable to, or induced by the use of liquor, or other dissipation), then the Company shall be under no obligation to furnish or pay his return transportation, or any part thereof.

In case it is mutually desirous that the employee should remain in the service of the Company in ——— after two (2) years, then the General Manager may extend this contract for a further term not exceeding two (2) years.

If the work for which the employee is engaged be suspended or stopped, then the Company reserves the right to require and use the services of said employee in some other department or location of its works in ——— or in some other capacity than stated above, but at no lower rate of pay, or the Company at its option may forthwith terminate this contract by paying the employ his full wages for services rendered to date of such termination, and returning to him any sum retained for passage down, and furnishing him return transportation, as, and upon the conditions specified in this contract on other termination thereof.

In case the employee should become sick, due to climatic conditions, and not attributable to or induced by the use of liquor, or other dissipation, or if bodily injured by accident, without any fault or negligence of his own, while on the Company's work, one-half to three-quarters of full time will be allowed (at discretion of Dept. Supt.) on presentation of proper doctor's certificate of period of such sickness. No time will be allowed in cases of sickness from sexual diseases.

If the Company's doctor certifies that the employee through no fault of his own) cannot stand the work at the altitude of the works, the Company agrees to send him back to New York, at its expense; but no time will be allowed while traveling.

About every six (6) months, a vacation of two (2) weeks will be allowed on full time, this means three (3) vacations of two (2)

weeks each, during period of contract. The exact time of such vacation to be at the Company's discretion, depending on the necessity for the services of the employee. No accumulation of vacation will be permitted nor will cash be allowed in lieu of vacation not taken.

The employee is to pay his own board. If he desires to board at the Company's boarding house, he is to pay at the regular rate of Fifty (50) soles per month (equal to about $24.25 U. S. Currency). The Company will furnish said employee should he so desire for his individual use free lodging at a Company lodging house. Should he lodge elsewhere, it will be at his own expense.

Two (2) soles per month will be retained from pay of employee for his proportion of Hospital fees. No other charge for company's Hospital, or doctor's services, will be made. Should the employee in case of illness, or need for medical or surgical treatment, elect to be treated elsewhere than at the Company's Hospital, or by other than the Company's doctors, then it must be at his own cost and expense, and without charge to the Company.

No time, or pay, will be allowed for any other reason than herein specified.

During the terms of this agreement the employee is not to accept employment from any person or company other than this Company, and during such term is not to engage in any outside business, speculation or enterprise in ———.

All wages to be paid in ———, once a month on regular pay days.

———— COMPANY,

By

Secretary-Treasurer.

The above terms are in accordance with my understanding of my engagement, and are satisfactory to and accepted by me, and I agree to faithfully and competently perform the work assigned to me. I further agree to devote my entire energies and services to the ———— Company and not to work for anyone else either with or without compensation at any time during the term of my employment by said Company, and not

to engage in nor become financially interested in any other business or in any other company, property or enterprise in ——— as long as I am in the service of the ———— Company.

I agree to have this contract duly legalized on my arrival in ———.

———————.

P. S. This man engaged by ——— sails from New York on ———.

STORIES OF SUCCESS AND OF FAILURE

I have been greatly interested in the many young men who have come to me from time to time to talk about the opportunities of Latin America. These stories I believe will interest readers and a few of them are here related:

A Yale graduate, who had been working in western mining sections, came all the way from Arizona to Washington to talk about casting his lot in South America. His ambition had been fired by newspaper and magazine articles, and his position in western mines was unsatisfactory. I talked with him an hour. He possessed education, health, ability, a strong constitution and good character. Why should he not go to South America? He obtained the names of American mining companies operating in South America and which have offices in New York. Three weeks later I happened to be in Panama, where I accidentally met the young man. He was ready to sail for Peru, where the Cerro de Pasco Mining Company was to utilize his services. His passage money to Peru was advanced by the Company and a two-year contract signed at a satisfactory salary. Here is an example tending to show that preparedness is recognized by companies, which often make openings for the right kind of man. The same company doubtless turns away scores of applicants for positions, but the fact that it employs many Americans and that it has a printed form of application blank as well as contract blanks indicates that qualified men are at least to be given consideration.

As these lines are written I have been interrupted by a retired architect. He called to talk about going to Peru. He believed he and his wife could profitably spend two years in that country in order that their son, just growing into manhood, might learn the Spanish language and at the same time become familiar with the business progress of Peru, a country he believed susceptible of wonderful development after the opening of Panama Canal. I thought his idea a capital one, at least for those who have the means and a son's interest at stake.

Another father, whose son is 21 years old and a college graduate, asks if the young man should be sent to South America. The son is anxious to spend a year studying on the ground the language and commercial conditions. I advised the young man to stay in the United States. Why? Because his character is not formed; far from home and friends the usual Latin city would probably ruin the youth; he should wait or go south with older persons who might at least have a business interest in him and upon whose counsel he could lean.

These are examples of two very young men who are interested in growing up amid Latin-American scenes and conditions; and the reasons it is advisable for the one to go and the other to remain in the United States, are, of course, apparent.

The following is the story in brief of a Chicago man, about 40 years of age. He has been holding a responsible railroad position for 12 years. For seven years he has been at the same desk in the traffic department, and no promotion is likely to occur until the chief of the department is promoted, retires or dies. This young

man's record is excellent, but from his experiences he sees no chance of improving his position. He asks about the opportunities offered in Latin America. Here again comes the fact that railway construction in the United States is not especially active, while the Latin countries promise continued building of trunk lines for many years. Other things being equal, this man's chance would seem to be enhanced by getting into close touch with the construction or operating of Latin-American railways. The Peruvian Corporation, for instance, employs many North Americans in operating the railways of Peru; the Farquhar Syndicate and its gigantic development schemes also offer many opportunities for the American-trained traffic man. Indeed the list of possible openings for this man is long. (See names in appendix.)

THE DIAMOND HUNTERS

Several years ago the writer met in Brazil four young men from a North American city. They had just arrived in Rio de Janeiro and were en route to the diamond fields of Brazil, having read in North American papers glowing accounts of the industry and the possibility of large fortunes being picked up in an incredibly short time. I talked with them when they arrived; also saw them *two weeks* later when they departed for home. Their stay was short; they did not even reach the diamond fields, although they did proceed as far as existing rail transportation could take them. When the hardships of interior travel and life in the open were encountered, these city-bred young men were surprised

and discouraged. They were hungry, tired and sick; their glowing expectations had been rudely brought face to face with stern realities, and they were found wanting in preparation and perseverance. Where was the trouble? Just here; they went to South America ill-prepared for hardships, and where their object called for qualities that tax the strength and endurance of the strongest men. The diamond fields of Brazil or those of any other country are not likely to yield treasures without long, persistent and serious labor, and these hunters should have previously acquainted themselves with the Brazilian laws on the subject as well as with the physical qualities demanded for success.

A short time ago I received a letter from a salesman who, at the time of writing, was aboard a Chilean steamer well down the west coast. Every line breathed of discouragement, which doubtless he had encountered in the countries already visited. He said he knew few words of Spanish, that he left home hurriedly without posting himself on South American countries and finally he asked that I send him certain books dealing with Latin America. These he wanted to receive when he arrived in Buenos Aires.

It might have been better had this man remained at home, for he went forth to the field unequipped, not knowing what was the demand for his goods, with little knowledge of the conditions to be met or of the competition he would have to fight, and above all without knowing the language of the people with whom he wanted to do business. Once home and having been unsuccessful, this man will not be an advocate of trading with Latin America. But, I ask the reader, is such

an ill-planned business trip in keeping with our modern business methods?

Some of the educational institutions of the United States are making a specialty of preparing young men for the field of salesmanship, and more particularly with reference to Latin America. Such a move is one to be commended and is a service in which good results are almost sure to follow.

Another case by way of illustration, which came to my attention. On board a ship northward bound from Valparaiso I met a commercial traveler from the United States. He first attracted my attention by his proficiency in the use of Spanish. We became friends and from him I learned these facts about his work: as a clerk in the Philippines he had mastered the Spanish language. He returned to the United States and in looking around for something to do he decided to become a salesman in South America. He had trouble in securing a line of goods, but having lived with Spanish-speaking people he felt especially capable of meeting the South Americans, and he persisted. Finally a business house engaged him at a small salary. He was to travel through several South American countries, the firm agreeing to be satisfied if he sold on his initial trip sufficient goods to pay his expenses. He arrived in Buenos Aires, where he spent several weeks. He mingled with the people in clubs, hotels and business houses generally, and ere he left the Argentine capital he had sufficient orders to pay his expenses from New York and return. He was greatly pleased. He pressed on to Chilean cities, where he more than dupli-

cated his Argentine success. I saw him some months later; this time in Lima. He was elated. He had done an excellent business in Chile, and his firm was greatly pleased with the venture in the South American field.

Three reasons, I believe, underlie the success of this salesman. He studied his line thoroughly—he was a competent business man and he sold an article in universal demand in growing communities, and he met European competition.

A few years ago a United States automobile concern decided to enter the Argentine market. This firm was most fortunate in securing a capable representative, a man who had lived with Spanish-speaking peoples and therefore knew something of their manners and customs. This representative insisted on taking with him a mechanic or two who were skilled in automobile repairing. A garage was established in Buenos Aires and then the publicity and sale of machines was pushed; the fact of the American mechanics being on the ground with every facility for quickly repairing any break or damage to machines was a strong argument and greatly assisted the sales end of the enterprise.

This salesman met with success from the very beginning notwithstanding the fierce competition that confronted him from several European countries. The real factors underlying his success may be traced to his own forethought in providing his own mechanics and to a most aggressive advertising campaign. Both of these features were costly but the company has already seen the wisdom of the venture and the salesman has far exceeded his expectations. His financial returns

have been large, as in addition to a salary, he receives a commission on all business he creates.

Another young man whom I could name, is doing a flourishing business in Brazilian cities. He has converted an old automobile into a stone-cleaning machine and is cleaning the outside of buildings by a sand blast method. The enterprise seems to have met with success at once and the young man has more work promised than he can do for weeks.

This work may be limited as regards a permanent occupation but it is merely mentioned here to show that a study of the needs of cities and communities often leads to profitable employment. Facts that are true as to the house-cleaning contrivance might be applied to other industrial lines.

Undaunted by four years of arduous services in the forests of Brazil and Bolivia two young American civil engineers are now planning to return to these forests and develop lumber industries. As engineers on the Mamore-Madeira Railway they were impressed with the quantities of lumber now made accessible by the railway. Both young men are strong physically, highly educated, and their venture is looked upon with interest.

Had such an enterprise been attempted by men who had never seen South America it might have been wiser to have found a wooded area not so remote from civilization. As it is, the two engineers know perfectly the difficulties that confront them in the Amazon wilds, they return there thoroughly seasoned to hardships. Furthermore, they have canvassed the factories in the United States and know just the class of lumber most

needed and the good prices it will bring in world markets. They also have the armor of government moral support and it is believed that this venture will be successful.

Their purpose at first is to employ native labor, to cut only cedar logs and raft them to the nearest Amazon steamer, load them aboard, and finally ship them to the port of Mobile, Galveston or New Orleans.

The young Scotch-American who went to Bolivia thirteen years ago and became a stage driver furnishes a typical illustration of thrift. Today he is one of the prominent business men of the country, with stage lines of his own; he does a large contracting business and travels occasionally to Europe and North America with his family. In conversation he said to the writer that within a few years he hopes to retire from active business with a competency.

This man's success has not been won on downy beds of ease; on the contrary he has worked very hard, and often among Indians and half breeds who made construction camps ring with all that is corrupt, but he kept at his various undertakings and today commands an army of laborers. He has grown up with railways and the commerce that always follows lines of transportation.

Human wrecks of North Americans who have gone to Latin countries are frequently met, and their sad plight is an object of sympathy. A more pitiful sight could scarcely be found than that of an American woman confined in a Central American prison, the charge against her being murder. I visited the prison and from attendants learned that this woman, appar-

ently abandoned and forgotten by her relatives, if any are living, is serving a three-year sentence for killing one of her woman companions, in self defense, it was stated.

In a small Chilean village one day I was startled to hear an English voice beg for alms. A decrepit old man from the United States, who told a plausible story, was apparently in a dreadful condition far from home and friends without the slightest hope of ever being able to return to his land, and relatives, if such he possessed.

In another Chilean town I met two sailors who had deserted from the United States battleships when the fleet was touring the world. Their plight was also a sad one; but probably ere this time they have succeeded in working their way home on coasting vessels, a course often open to strong and robust men.

On a Bolivian railroad another young North American appealed to me for aid. His weak condition and trembling hand told of a life of debauchery; the life in wild construction camps with mostly Indians as companions had proved too severe a tax on morality and he succumbed.

In most of the Latin-American countries there are to be found scores of more or less similar cases, but these pages are not to record stories of misfortune. Only a few cases are given and these as examples of what becomes of some of our citizens who go out to other lands with high hopes and prospects. Possibly these persons would not have led any better or more useful lives at home, for every American city has its quota of the downtrodden and the lowly.

The sad end that came to Perry Boyd, for seven years an employee of the Cerro de Pasco Mining Co., of Peru, from the bite of a jungle fly, the uta venenosa, need not be retold in detail. When beyond human aid his attempt to tramp back into the forest and there die; his return to civilization and the permission he gave a physician to take his picture in his awful condition, that medical science might benefit, forms a story worthy of a hero on the field of battle.

A PLEA FOR THE SPANISH AND PORTUGUESE LANGUAGES[1]

All over our land the business man hears the commercial slogan: "Get Ready for the Panama Canal." As a corollary, permit me to add: "Get Ready to Talk with the People of Latin America."

Apropos of the early opening of this great waterway I am requested by the Southern Commercial Congress to relate a few of my observations made during years of business and social intercourse with the peoples of Central and South America. As a world traveler I have found many points of business similarity among men in various countries, but there are certain matters apparently trifling in themselves, that must not be overlooked.

To establish successful business relations with a people we must know something of their language, customs, manners and life; when these cardinal principles are fairly understood the desired end is much more easily attained.

The opening of the Panama Canal marks another wonderful epoch in the race to annihilate distance. Our South American brothers are apparently drawn nearer to us as the continents are rent asunder. Leading steamship companies are anticipating increased trade and traffic by building new ships; excursion steamers from North to South America are already

[1] Extract from an article written for the Southern Commercial Congress, 1913.

annual events and travel in general is growing apace; exports and imports with Latin countries have enormously increased in recent years yet many predict that we are only at the threshold of a wonderful commercial development between the Americas.

First. In responding to the slogan, "Get Ready for Foreign Business," and for more intimate dealings with our Latin-American brothers, then, I should urge the young business man to familiarize himself with the Spanish language, and if possible with the Portuguese (the language of Brazil). With a working knowledge of these two languages he will be in a position to transact business with twenty Republics (Haiti, French) of Central and South America. A knowledge of their language will bring a desire to know more of the history and life of the Latin peoples, and incidentally, this desire will grow and ripen, perchance, into friendship and a better understanding, and in the end lead to important business connections.

Many North American business houses are receiving letters from Latin America, which they are unable to read; not because the letters are badly written—in fact the typewriter is common in those countries—but because the American does not understand the Spanish language. Various bureaus have been established for the purpose of translating the correspondence between the two Americas, but the firms, probably hundreds of miles from the translator, always suffer delay and the arrangement is generally unsatisfactory. Here is another opportunity where Spanish is desirable, and I might say profitable, for the young man having this qualification in addition to other abilities is in demand,

especially so as our commercial relations grow more intimate after the opening of the Canal.

Throughout South America the English language is being taught in the public schools, and in many of them it is obligatory. On being introduced to the President of the Peruvian Senate I was surprised when he addressed me in English; in Bolivia a leading cabinet officer spoke to me in perfect English; meeting a Brazilian congressman in Rio de Janeiro I noted his excellent command of the English language; the President of Costa Rica addressed me in perfect English; likewise in all of the Latin Republics the English language is frequently heard; but this fact only indicates a degree of culture and progress prevailing all over the Southern continent. Spanish is, and perhaps always will be the popular and official language of these countries.

It, therefore, behooves the North American student, and especially young men and women who contemplate business careers, to acquire a knowledge of the Spanish language—the language of nearly eighty million of the world's peoples.

SOCIAL ENVIRONMENTS

In Latin-American countries the temptations to intemperance are, according to my observation, rather greater than in North America. In smaller cities public amusements are limited. The clubs everywhere are always stocked with the finest of liquors and gaming of every description is a constant indulgence. This fact is also largely true in the United States.

The Latin's hours for sleep begin much later than is customary in the United States, and the hours for commencing the day's labor are correspondingly later. Amusements are prolonged far into the night and at times the hilarity is most pronounced. I do not believe, however, that intoxication is any more noticeable in those countries than in our own American states.

In the gay Paris of South America, Buenos Aires, one sits at the open air cafes along the Avenida de Mayo; during the meals everybody drinks domestic or imported wines and liquors, but the number of intoxicated persons is comparatively small.

In the annual carnival seasons in Peruvian and Bolivian capitals, festive occasions which I have enjoyed in both cities, though in different years, I have seen hundreds of drunken men and women but most of these were members of the lower strata of society and its counterpart, in smaller numbers, could be found in our own disgraceful dance halls in many cities.

It is a well known fact, however, that many English-speaking people, if they are not very careful of their

habits, deteriorate after some years residence in Latin countries. Whether this is caused by climatic conditions or from isolation from home and friends I cannot say, but I firmly believe the statement which was first made to me by a prominent Englishman who had spent thirty years in South American countries.

Away from the larger Latin-American cities the country is still in the making and the countless commercial enterprises that are penetrating interior sections are followed by a crowd of laborers and adventurers as well as by the stable man of business, and as the former so far exceed the latter in point of numbers, the rough element in population is very apparent.

It is into the midst of such society that the educated young man comes for the purpose of aiding and directing the trend of commercial and industrial progress, and woe unto him if his character is not sufficiently moulded or is too weak to withstand the temptations that constantly prey upon him. He is away from home and friends, mails from home are few, and his whole environment tends to dissipation.

Such places are but crucibles, and often there emerge therefrom young men of character, nerve, strength and ability that challenge the admiration of the man who has never been beyond the confines of his state, and who has lived the quiet life where strenuous endeavor is unknown.

Probably there is no one better qualified to speak on the subject of the South Americans and of the difficulties they have overcome than Dr. Ignacio Calderon, for the last ten years minister from Bolivia to the United States. Dr. Calderon is a leading statesman of his

country, and during his residence in Washington has rendered conspicuous services in introducing American capital into Bolivia.

In an address he gives an interesting insight into early conditions. He said:

The people of the United States of North America not only imbibed from their English ancestors the love of order and habits of liberty, but had a vast territory, free from obstacles, fruitful and watered by great rivers, and situated opposite Europe, from whence came a constant current of immigration, that has greatly contributed to advancement.

The Latin republics of South America, although occupying a territory more than double the size of the United States, encounter the great barrier of the Andes through the continent from north to south, preventing the communication of the peoples.

The distance separating them from Europe is almost twice as great . . . . The immigrant arrives in this country in a few days and at a small expense, while the voyage to South America is so long and so costly as to prevent them from going there.

In order to correctly judge the conditions and the development of the English colonies after their emancipation as compared with the progress made by the Spanish colonies it is well not to forget these circumstances.

The Spanish conquerors have left behind them a legend unrivalled in the world's annals for audacity and perseverance. If they had displayed less cruelty toward the vanquished and greater respect for human rights and less thirst for gold, the pages of their history would be the most brilliant of mankind.

We, their descendants, if we inherit many of their defects, have also the noble qualities that make the Spanish people the most chivalrous of Europe, with a history filled with great examples of patriotism and heroic achievement.

* * * * *

On the other hand, the English colonies from the earliest time have been trained in the practice of peaceful and orderly

government and in self-government; while we, the Spanish colonies, under the despotic and arbitrary rule of Spain, had no idea of order or law, and when we acquired our independence we were absolutely incapable of governing ourselves, and therefore, many years of bitter strife have taught us the lesson of self-government, and after that period that I could call the growing pains of our independence, we now are fully entered into the era of order and development.

* * * * *

Señor Don Federico Alfonso Pezet, the able and popular minister from Peru to the United States, in a talk before the Rochester Chamber of Commerce, said:

We are a funny lot of people. We have our defects, and big ones; but we have certain good qualities, and they are very large. It is not that we are sentimental, or that we are governed by sentiment. But it is probably due to the fact that we were colonized and conquered, and dominated by Spain, that a certain amount of chivalry, refinement, and I don't know how to express it— but you know what it is that pervades us. It is in us and we like to be rubbed the right way. We are very quick in giving; we are very kind; we are willing to meet more than half way. We will go forward to meet our man, but then we crave for a smile, for a kind word, for something nice. We want culture, we want politeness.

* * * * *

We want just the middle course—the same as you do when you are driving a bargain at home with your other Americans. You know how to approach him; you know how he is going to receive you. Well, try the same thing with us. . . . . But don't try to thrust things down our throats, because they are made by you, you use them, you wear them, and you like them.

In order to present another pen picture of the South American I take the liberty of quoting the words of a distinguished Venezuelan, Dr. Francisco J. Yanes, the assistant director of the Pan-American Union at Washington:

Of the 20 Latin-American countries, Spanish is the language of 18; Portuguese of 1, Brazil, and French 1, Haiti. This means at the outset that the controlling influence that must needs characterize each country is primarily that handed down to it by its ancestors. It signifies that in the main our tastes, likes and dislikes are not the same as those of the North Americans, scions of the races of Northern Europe. Our education is based upon systems applicable to our needs and in keeping with our ideals; our legal and moral standards are measured according to a different conception of right and wrong; our religious beliefs are those of our forefathers; our literary tastes have been formed through our intellectual intercourse with France; our music is languid and dreamy, like that of the Latin peoples; our nature is polite and hospitable, generous and improvident. Our mentality is highly developed, and our mind is restless, both by heredity and by reason of our surroundings, because life is easy and time almost an unknown factor, since there is no strenuous competition to spur our ambition, no severe change of seasons to compel us to crowd into a few months a work that can be done day by day. In this almost enforced idleness we may find the cause of many a political disturbance of the past. Lack of population, excess of natural wealth, absence of real want, have been hitherto enemies to the material progress of many of our countries.

This is, as you well understand, too broad a generalization of the characteristics of my Latin-American brothers, a hasty picture drawn simply to show you the superficial differences that you will find in dealing with them. You must bear in mind that this has not been said with the idea of casting any reflection on Latin Americans, for you will find that we are pre-eminently fit for the highest exigencies of progress and civilization, a people adaptable to all conditions of life, eager to accept and welcome the best, ready to discard old systems and use modern methods in their stead, anxious to prosper and keep pace with the most advanced strides of civilization. But, conscious of our own intelligence and masters of our own means, we resent imposition, we resent being looked upon as an inferior people, or as an easy prey to scheming adventurers or ignorant and supercilious travelers.

Speaking of the character of the business men of Cuba, Mr. A. G. Robinson, commercial agent of the United States Department of Commerce, makes the following report, which may be taken as typical of the better class of the Latin-American merchant in general.

THE SPANISH MERCHANT

The commercial business of the island is very largely in the hands of Spaniards, men of high commercial integrity and of rare business sagacity. To regard them as doubtful and unreliable debtors is a profound mistake. Attention may here be called to an interesting fact. From 1895 to 1898 Cuba was in the throes of a revolution that resulted in the establishment of the Republic. From January 1, 1899, to May, 1902, there was a period of political reconstruction and economic restoration under American auspices. It is responsibly asserted that in all these seven years of disturbance and disaster and recuperation therefrom there was no commercial failure of noticeable importance. The proprietors of little country stores, their business ruined by the disorder of the times, notified the merchants with whom they dealt of their inability to pay their accounts and surrendered their stocks to be credited to them, but among those with whom any American exporter would be at all likely to deal it is credibly reported that no failure occurred. Much of this condition is due, of course, to the fact of extension of credits by the Spanish and other European concerns from whom merchandise was purchased, but it forms an interesting and notable commercial experience.

THE YOUNG LATIN AMERICAN

It may be asked what the young Latin American is doing in the way of preparing for a useful career. The answer would surprise most persons not acquainted with the subject, just as the Argentine minister, Dr. Romulo S. Naon, surprised Harvard students and professors a short time ago by telling them that in the great University of Buenos Aires there are more students than at Harvard. Furthermore, the famous University of San Marcos in Lima is many years older than our most ancient institution of learning at Cambridge.

In the Latin countries there are found many colleges which turn out scholars, literary men, poets and statesmen; but in the mechanical arts and science courses, agriculture, etc., a vast number of the most progressive students find their way to institutions of Europe and the United States, to return to their country after a few years and practice their profession or engage in business.

Thousands of them are found in European institutions while probably not more than 1500 are studying in the United States. The greater number of the latter are in the universities of Pennsylvania and Notre Dame, and in smaller groups they are found scattered all over the United States and in Canada. In the high class business college, such as several in New York, Philadelphia, Poughkeepsie, and other places, there are also many students from Latin America. These young men return to their homeland taking with them many

of our business methods as well as the most modern appliances and fixtures for pursuing their business or professional life.

According to a recent report, Argentina is to send to the United States annually six honor graduates of the University of Buenos Aires. These young men will pursue post-graduate work in several of our leading institutions. This is a movement in which it is said the Argentine minister, at Washington, Dr. Naon is interested and by whom it is being fostered.

The educated young Latin American is a fine type of man and he is accepting the best ideas from foreign lands and combining them with his own.

The ability of these young men is especially reflected when they assemble in great student conferences, such as have taken place on three occasions; a movement which is briefly outlined in the pages that follow.

A representative of the Pan American Union,[1] who made exhaustive studies of educational systems of the various Latin-American countries, has this to say about the student movement:

> An unusual movement now on foot is that of the student movement throughout South America. In each university there is a student association unlike anything in this country. It is a general association open to all students and practically all students are members. In the larger universities there is a student society in each school and above the school society is the general society of the whole university. A short while ago they formed a league of student societies for all America. They have already held three general students' congresses, with representatives from all Latin-American universities.

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[1] Dr. E. E. Brandon Vice-President of Miami University.

These congresses are probably the most unique and unusual institutions of the kind ever gathered together in any part of the world. They have for their object to create a student sympathy throughout all America. The idea is that of a general peace movement of good fellowship and amity between the different countries. An international sympathy as a result of this movement may come about quicker than might be expected because the leading men of all the countries taking part are graduates of the various universities.

The first Congress of American Students convened in the city of Montevideo in 1908. A year previous the "Asociación de Estudiantes de Montevideo sent out invitations to colleges all over the American continents for a meeting in that city, the purposes of which were to form an international student body, the spirit of which was to be fraternal and educational advancement.

Only seven nations sent representatives to this first meeting, viz: Argentina, Bolivia, Brazil, Chile, Paraguay, Peru, and Uruguay.

Institutions in other countries which heartily approved the proposition but failed to send delegates were: Costa Rica, Cuba, Guatemala, Honduras, and the United States.

The meeting was pronounced a marked success. Among other things it provided and paved the way for the second conference in Buenos Aires in July, 1910.

The nations having student representatives at the second congress numbered nine, two more representatives than those participating in the Montevideo conference. They were as follows: Argentina, Brazil, Chile, Paraguay, Peru, Salvador, the United States, Uruguay, and Venezuela. The United States, and possibly some of the others, did not send delegates

direct to the meeting, but nominated as such certain individuals who happened to be within easy reach of Buenos Aires at the time.

The following were among the many important questions discussed: League of American Students; what methods should be employed to fulfill the demands of civic life; formation of a tribunal for cultivating the character of students—methods to be employed; necessity of elevating the moral and intellectual level; how can students be linked after leaving the university; how can students coöperate in university discipline; literary culture an indispensable requisite for true scientific culture; mutual assistance—what methods should be employed; specialization in studies; interchange of professors and students.

From these themes an idea may be formed of the diversity and importance of the questions discussed, as well as the trend of Latin-American student life and ambition.

OPINIONS OF EMINENT MEN

President Woodrow Wilson, in an address at Mobile, Alabama, referring to closer relations with the peoples of Latin America, said:

The dignity, the courage, the self-possession, the respect of the Latin-American States, their achievements in the face of all these adverse circumstances, deserve nothing but the admiration and app ause of the world. They have had harder bargains driven with them in the matter of loans than any other people in the world. Interest has been exacted of them that was not exacted of anybody else, because the risk was said to be greater, and then securities were taken that destroyed the risks.

* * * * *

We must prove ourselves their friends and champions, upon terms of equality and honor.

* * * * *

So, in emphasizing the points which must unite us in sympathy and in spiritual interest with the Latin-American people we are only emphasizing the points of our own life, and we should prove ourselves untrue to our own traditions if we proved ourselves untrue friends today.

Former President Theodore Roosevelt in his address on "American Nationalism," delivered a few months ago in Rio de Janeiro, had, among other things, the following to say relative to the development of South America.

I believe that, just as in the nineteenth century the most striking growth feature of the civilized world was what took place in North America, so in the twentieth century the most permanently important feature will be the growth and develop-

ment of South America. I believe that the present century is the century of South America.

Hon. John Barrett, the Director General of the Pan American Union, at Washington, a gentleman who has served his own country as minister to Siam, Argentina, Colombia, and Panama, and who now directs the destiny of the organization maintained by twenty-one nations, has the following to say about the possibilities of Latin-American countries. Mr. Barrett's books and addresses are well-known and it is only possible here to quote a few paragraphs, with the suggestion that the interested reader obtain some of his works or publications of the organization, a list of which is sent free upon request. Here are some of his remarks recently made to a body of young Americans:

The greatest change, however, that is coming to the United States and to civilization in general, as a result of the completion of the Canal, is that which will be worked out by the sanitation of the tropics. The example that our medical men and engineers have set at Panama, the victory they have won there over nature, is going to change the entire history and development of vast sections of the tropics not only of America but even of Asia. Immeasureable areas which, heretofore, have been regarded as being useless and only the home of wild animals and pestilence, will now be converted into healthful and fertile areas where can live prosperous and contented people. Already a new life has come to the low lying, mosquito and pest ridden countries of the Carribbean and the Gulf of Mexico, and prosperity and health have taken place of deprivation and discontent. There is no limitation to the changes that will come in the future under this new influence.

While I am not urging the young men of the United States to suddenly emigrate to Latin America, and they should not do it unless they have abundance of means or a position before

they start, yet, I would urge upon them in the strongest terms to familiarize themsevles with these countries, with their history, their development, with their present conditions and their future possibilities. There is no knowing when any or all of you may be called upon in some way to live or act in a manner that may affect the relations of these countries and the United States. Incidentally, I hope that all of you who have time and the inclination will take up the study of the languages of these countries, especially the Spanish and Portuguese, so that, if you do have more intimate association with them, they may not seem like strange lands and their peoples like strange peoples.

The Rt. Honorable James Bryce,[1] formerly Ambassador from Great Britain to the United States, a world-wide traveler and an author of many books, in speaking of the great southern continent in his latest work, *South America, Observations and Impressions*,[2] has the following to say:

And now we may return to South America, the only continent containing both a large temperate and a large tropical area capable of cultivation which still remains greatly underpeopled. It is, therefore, the chief resource to which the overpeopled countries may look as providing a field for their emigration, and to which the world at large may look as capable of reinforcing its food supply. That it has not been sooner occupied is due partly to the political disorders which have given it a bad name, partly to its being less accessible than North America. Both these adverse conditions no longer apply to its temperate regions.

Lewis Nixon, one of the world's great shipbuilders, in returning from a visit to South America, said in a newspaper interview:

[1] Recently knighted.
[2] The Macmillan Company.

For the next thirty years South America will be the theatre of the world's most active exploitation, just as South Africa has been for the last thirty years. It behooves us to remember this and benefit thereby.

From a scientific point of view Dr. W. J. Holland, Director of the Carnegie Museum, of Pittsburgh, gives some interesting observations based on his South American travels, in which he says:

From a broad survey of human conditions which exist in South America there is a great deal to create hopefulness as to the future of these nascent nations. There is in them enough genuine virility to create peoples capable of performing their part with distinction upon the arena of the world. There is intellectual capacity, there is no lack of high ideals and pure purposes, there is physical energy.

* * * * *

I would like to revisit South America in A. D. 2012. What a garden of delight the land will then present to view! What a noble group of happy and prosperous nations will then exist, covering the continent, the wastes redeemed, the spirit of unhallowed rivalry and jealousy abolished, and the blessings of world-peace prevailing!

One of the eminent men of Central America is Gen. Juan Estrada, former President of Guatemala. In an interview accorded the correspondent of the New York *Sun* he said:

I have great faith in the future of Guatemala and all the Central American countries. I believe that closer relations, both commercial and social, should be established between the United States and those countries.

In my opinion the best way to do this is to educate the growing generation in a feeling of friendliness to America and the American people. Inculcate in them a love of freedom and modern ideas. Let the United States take 500 boys from each

of the countries, including Mexico, Guatemala, Honduras, Nicaragua, Costa Rica, Salvador and Panama and give them a thoroughly practical education fitting them for the battle of life.

Our people need industrial training, and I know of no better way to give them the opportunity of learning how to better themselves than to send them to the United States to be educated. The good for the countries which could be accomplished is incalculable.

The United States should be the guiding spirit in the fraternal relations among the countries. There should be a well intentioned protectorate maintained by the United States over them, so that revolutions and wars may be a thing of the past and the people have an opportunity to work and develop the riches of their countries.

Commercial America," the organ of the Philadelphia Commercial Museums, in speaking of the opportunities for Americans has the following to say:

There has never been a time within the memory of men now living when interest in foreign trade in its practical aspects was so pronounced as it is today.

* * * * *

And moreover, as years count and contrasted with the commercial powers of Europe, the United States is still in swaddling clothes. The movement for a real foreign trade in this country covers but a short fifteen or twenty years at the most.

* * * * *

The suggestion of *Commercial America* to its readers is that these influences now at work in the United States and all that they imply be most carefully weighed and taken advantage of. They should be helpful to the buyer abroad as to the seller in this country.

The *San Francisco Chronicle,* in commenting on the relations of the Americas, recently made some very interesting observations. It said:

In many things, certainly, the Latins are our superiors—courtesy, private and international, among others. The high-bred Latin American is the ideal gentleman, in all the terms gentleman implies—courtesy, hospitality, truthfulness, honesty, courage.

Their ideals are noble. They think less of money than we do; refuse, even in trade, to make slaves of themselves as we do; have more regard for the amenities of life. Taught by experience, they are slow to give confidence but once given it is complete. And even trade is a good deal of a social function.

* * * * *

But they at any rate know us, while we do not know them. We had better learn. It is our own fault if English, Germans, Italians and Spaniards are more welcome in Latin America than we.

And materially it is well worth our while to know the Latin Americans better. Their countries are great, rich and undeveloped. They invite capital and they invite colonists. Their aggregate trade is enormous and increasing. We buy heavily from them and are in a position to supply all their needs.

* * * * *

It is for us to make the most of our opportunities; to get rid of our self-sufficiency and our imagination that we have nothing to learn; to inform ourselves of the wonderful possibilities of the undeveloped countries to the south of us.

No one of course can foresee to what extent the Panama Canal will alter world trade and traffic, but economists everywhere are making countless predictions. A pamphlet emanating from London, entitled "The Future of Tropical America," makes the following observations:

Here are a number of countries, among the richest in the world in mineral wealth, in soil and in natural products, which have until now been more or less cut off from the markets of civilization. At present Asia is practically closed to the export of these countries—by sea by the long and dangerous passage,

marked by thousands of shipwrecks, around Cape Horn, and by land by the difficulties of the Andes, stretching their vast and rugged bulk from Panama on the north to the extremity of Patagonia on the south. For the future the easy passage of the canal will be theirs. The Eastern and Western Hemispheres will meet at their doors, and bring with them a Pactolean flood that will, it is believed, metaphorically, turn their soil to gold. Upon these countries the eyes of the keenest business men of the world are fixed, and it is here that the next few years will see development unparalleled in the world's progress. Everything conspires to promote their development, and land which hitherto it has not paid to cultivate beyond the immediate necessities of the inhabitants, will appreciate in value as markets for its produce, insatiable and lucrative, are opened within easy access.

ACTIVITY OF CHAMBERS OF COMMERCE

The Chicago Chamber of Commerce was the first trade organization to establish a permanent commercial exhibit in South America. Two years ago this association sent a representative to Buenos Aires, who did much to advance Chicago's interests in Argentina markets. The climax came last August when the first office was converted into a great exhibit of Chigago manufactured products. The opening ceremonies were attended by high officials of the Argentine government and the American minister made an address; thousands visited the exhibition rooms and saw the great variety of products from Chicago and vicinity. As this is a permanent feature of Chicago's enterprise the financial outlay will doubtless be amply reimbursed by the boost to the products on exhibition and the sales resulting therefrom.

The *Buenos Aires Standard,* one of the leading papers published in the English language at the Argentine capital, in commenting on the opening of these sample rooms has the following to say about the progressive movement:

> Yesterday afternoon a permanent exhibition of goods manufactured by some members of the Chicago Chamber of Commerce was inaugurated at the commodious premises on Calle Belgrano.
>
> This is a notable exhibition, inasmuch as it is the first time that a chamber of commerce of any city in the world has opened an exhibition in a foreign country on their own responsibility and maintained it at their own expense.

In connection with the Chicago association and its activity in the cultivation of the South American field the words of a member of that organization are pertinent to some of the opportunities. Below are the remarks of Thos. L. Stitt, of the foreign trade committee:

> There has been established twenty-five agents in South America as a result of the exhibit (Buenos Aires), or as the result of the work of Mr. Enright for the association there. And there are, in addition, some forty concerns who are doing business in South America as a result of the work of this association.
>
> On the other hand there are over thirty firms who have never replied to letters sent to them by the South American office, making inquiries for goods which were manufactured by the concerns to whom the inquiries were sent. So you see there is a great deal of business which could be done, but which is being neglected.

The Boston Chamber of Commerce was the first trade organization to send a large delegation of its members to the South American countries. Forty representatives of leading New England manufacturing houses spent three months in visiting seven nations and all members returned greatly impressed with the possibilities of larger interchange of commodities between North and South America. It is probable that many New England firms will "follow up" the initiative taken by the Boston Chamber, and this fact should open a number of positions for representatives, salesmen, etc., who are qualified to treat with the South American business man. Commenting on the results of the Boston party to South America, Mr. James Logan, "Worcester's best beloved citizen," who accompanied the excursionists, said:

The great majority of the clerks and men, who will in the coming years become the managers and buyers for commercial houses in South America, are largely foreigners, English, Scotch Germans, etc. The North American is really not in the race, and you ask why? The answer is because he has not been crowded out of his own country as these other men have.

* * * * *

I believe there is in South America a field of opportunity and promise, but you must till the field yourself.

* * * * *

The thing that impressed me was our provincialism—our localism as compared with the world knowledge and world vision, which some of the men we talked with had.

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Various other cities, having been reminded of the possibilities of developing their foreign trade by the activities of the Chicago and Boston Chambers, are contemplating similar tours to Latin-American countries. A delegation from the Southern Commercial Congress, with headquarters in Washington, visited the Panama Canal in November, and this organization contemplates a longer tour with a large number of its members within a few months; the Cleveland, Baltimore, Pittsburgh, Louisville, and numerous other boards of trade have Latin-American tours under consideration, while California and many other western states have recently sent commercial scouts to Latin America. Thus it will be seen that there is a growing tendency of trade organizations all over the country to get into closer touch with similar organizations and business men from below the canal. This activity naturally will develop more intimate business relations between the two Americas and in so doing there will be evolved various opportunities for the younger man of commerce.

A significant fact in connection with the trip of the Boston gentlemen to South America was the presence of two students from the public schools, whose expenses were borne by public and private subscription. The mayor of Boston took an active interest in raising funds for these young men and he now favors, it is said, the sending of ten youths annually to foreign countries to meet and mingle with students and thus develop a spirit of brotherhood and acquaintanceship which will tend to draw them together socially as well as commercially as they grow older and become leaders in affairs of the country.

The idea would seem to be most practical and the first steps taken by the city of Boston are being followed by other American cities.

THE FARQUHAR AND OTHER SYNDICATES

One of the most gigantic schemes for commercial development of South American countries is the combination of American and European capital known as the Farquhar Syndicate, of which Percival Farquhar of Pennsylvania, is the leading spirit.

Briefly, the new Farquhar dominion begins with the Brazilian Railway Company and its consolidated lines in southern Brazil and extends through Paraguay, Uruguay and parts of Argentina; across the plains to the Andes and over their heights to the Chilean port of Antofagasta and thence to La Paz, Bolivia. These railroad combinations might be termed a good beginning; but it is to be remembered that closely related to South American developments are those of Central America, which have combined all of the railroads of the latter Republics into one system, and the announcement that construction work in extending present lines is to be actively pushed. The Farquhar Syndicate is represented as being interested in Central American lines as well as in those of Peru, all of which facts tend to cause wonder at the thought of future developments backed by such a giant financial combination.

The present railway mileage of the syndicate is said to be more than 11,000 miles; a nucleus with which to begin greater operations. But the railway interests are even dwarfed when it is known that included in this gigantic combine are the Sao Paulo Development Company; Bahia Tramway, Light and Power Company;

Compania Navagacao do Amazonas; Thereza Christina Line; Southern Brazil Lumber and Colonization Company; Rio de Janeiro Hotel Company; Amazon Land and Colonization Company; Bolivian Development and Colonization Company; Guaporè Rubber Company; Port of Pará Company; and numerous other interests.

Several years ago it was recorded that the Farquhar-Pearson enterprises in Mexico and South America carried a combined capital of $400,000,000. Rapid strides have been made within the last two years, and with the addition of the new Farquhar companies the total capital now dominated by the combined companies is given as more than half a billion dollars.

The development that should follow the further construction of railroads, when these interests are in thorough accord with the land and colonization schemes, promises a growth of which we can scarcely conceive. There will be an interchange of traffic materially adding to the earnings of the various units, and international trade will accordingly become more and more important.

Another giant financial combination, known as the Guggenheim Syndicate has acquired vast areas of copper mining lands in Chile; and, according to a statement recently made public, more than $100,000,000 have been used for the purpose of developing mines owned by this company.

Closely akin to the Guggenheim enterprise are those dominated by Schwab, the American steel magnate. Millions of dollars, according to trustworthy sources, are to be invested in Chilean iron ore properties. The Grace Company with its offices and stores already firmly established from Panama to southern Chile,

with its own fleet of vessels to carry goods and products, foreshadows great commercial activity, as do many other important interests already active in the west coast countries.

The United States Steel Products Company, of New York, is still another American concern that is actively developing its Latin-American business. This company acts as exporters of products of the Carnegie Steel Company, Illinois Steel Company American Steel and Wire Company, American Bridge Company, Lorain Steel Company, National Tube Company, Shelby Steel Tube Company, American Sheet & Tin Plate Company, Tennessee Coal, Iron & Railroad Company.

The great variety of constructive materials handled by the first mentioned company is, therefore, very extensive, and it is necessary to maintain branch houses in Lima, Valparaiso, Sao Paulo, Rio de Janeiro, Buenos Aires, Mexico City, etc., while the general South American representative of the company travels about the continent ever and always in search of business.

UNITING THE AMERICAS BY RAIL[1]

Thirty-five years ago with bells ringing and bands playing an expedition sailed out of the harbor of Philadelphia bound for tropical jungles. Fifty American engineers and two hundred laborers were going to a foreign land to build a railroad.

Englishmen had previously tried to construct the same road but the maladies of the tropics proved too deadly, even for those heroic colonizers and builders, and scarcely a man was left to tell the story of disaster. In Parliament it was stated:

> The country is a charnel-house, the men died off like flies, the road ran through an inhospitable wilderness and that with the command of all the capital in the world and half its population it would be impossible to build the road.

Disaster also followed the American expedition; and of a total of 940 persons who eventually went to the sickly field of labor few survived the ravages of disease.

Thirty years passed; and railway building on the upper Amazon had long been abandoned and forgotten. But the progress of commerce cannot be forever checked! The locomotive that had lain thirty-four years in the Brazilian jungle was reclaimed; its whistle again awoke the solitudes, its bell rang, and on October 7, 1912, the inaugural party rode triumphantly behind this relic of the past over the Mamore-Madeira Railway, now 212 miles long.

[1] Extracts from an article written by the author for *Nat. Waterways Magazine.*

The "impossible to build" barrier has been banished from the category of enterprise; conquests of tropics and mountains have reached such wonderful stages that man marvels ever and anew at his works.

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Newspapers and magazines in all languages are telling what the Panama Canal holds in store for the maritime nations of the world, and especially how Saxon and Latin are to be drawn into closer accord. Facilities innumerable for commercial and industrial intercourse are dawning with the consummation of the great canal.

What part is the Pan American Railway to play in the development of nations and what is the stage of progress of the undertaking?

Today the world demands rapid transportation, and the agency that can supply the quickest service, other things being equal, is certain to be accorded a most respectful hearing. At present more than three weeks must elapse before the ship from New York sights the wireless station on the Cerro at Montevideo and turns her prow into muddy river waters for Buenos Aires. 6,000 miles of water lie between the metropolis of the north and the metropolis of the south. Trains on the proposed intercontinental line running at an average speed of 30 miles per hour would cover the distance of 10,000 miles between New York and Buenos Aires in two weeks, thereby cutting a whole week from the average steamer's time. This briefly is the theory; its practical operation must be worked out as other great transportation problems have been done.

The first tangible form of a railway uniting the three Americas was the agitation in 1892–96 when engineers

made a preliminary survey of a trans-continental route. These officers were in the field as a result of the recommendations of the First International Conference of the American States, held in Washington 1889–90. For four years engineers were engaged in studies and examinations of the most feasible routes through the various countries. Their arduous work and the results of their investigations were made the basis upon which much active construction has been done.

Closely following the engineers was the Pan American Railway Commissioner, Mr. Charles M. Pepper, formerly of the Department of State at Washington. Mr. Pepper in his official capacity visited fourteen of the Latin countries and presented at capital and commercial center the advantages of stimulating railway construction in accordance with the proposed intercontinental system. Everywhere the American commissioner was welcomed and his mission given the widest publicity and support. Since that time much progress in railway construction has been made as we shall see in the story that follows.

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What does the extension of the Pan-American railway mean to the United States? Commercially, it argues that there are important markets opening for American products. Walk through some of our great locomotive works and you will see many engines being built for Latin-American roads; ride over the famous Cerro de Pasco Railway in Peru and one will note that much of the rolling stock, as well as many bridges were brought from the United States; the same may be said of the Guayaquil and Quito road; the extension of the Guatemalan Central was made with materials manufactured

in the United States; Costa Rica's Northern Railroad also bought its materials in the United States; Bolivia's city of fabled wealth, Potosi, has recently given St. Louis orders for a complete street railway system; and 75 steel freight cars have just left New York for service on the Central Railway of Peru.

Three years ago when the Fourth Pan American Conference met in Buenos Aires the report of the special committee to the Conference showed that of the total distance of 10,116 miles from New York to Buenos Aires, there remained to be constructed 3672 miles. From Panama to Buenos Aires over the proposed route the distance is 5064 miles; the rail and water lines already in operation at the time mentioned amounted to 2067 miles, which left an unconstructed distance of 2997 miles.

Since the Buenos Aires meeting there has been considerable progress in South American railway construction and some of these lines will form links in the Pan American system. The 177 miles that separated the Bolivian roads from those of Argentina at La Quiaca have been lessened to something like 140 miles or even a shorter distance. The 1114 miles through Argentina to Buenos Aires are already in operation and over these rails some of the best trains in the Republic are now running on regular schedules. In other words the traveler today may proceed by rail from Buenos Aires to Mollendo on the Peruvian coast or continue as far north from Titicaca as Cuzco excepting the 140 mile gap between La Quiaca and the Bolivian roads, utilizing the steamer service across Titicaca, 125 miles.

Again if the traveler so desires he may travel today by rail from Cuzco, Peru (steamer across Titicaca), via Oruro, Bolivia, Antofagasta, Chile, Santiago, to Port Montt, in the far south of Chile; the gaps between Coquimbo and Antofagasta having been completed. This distance is about 2000 miles.

In Central America at last reports only about two miles remained to be constructed before the Mexican roads will tap those of Guatemala. The people of Panama are anxious to build a road 275 miles northward to David; surveys have been made and active construction work is progressing. In other sections of Central America some railway building has extended the Pan American system.

In conclusion, it may be said that the difference in gauges will be a great hindrance to practical utility of the Pan American system, which is a fact. But when it is remembered that many of the narrow guage roads are at present putting down a third rail on the same ties and planning to purchase new rolling stock of the standard guage pattern the task of standardizing trackage is not so enormous as might be imagined. As an example of this enterprise, we have the La Paz to Antofagasta line, which is narrow gauge for 630 miles, while the remaining 100 miles is standard. The former is to be given a third rail; and old cars will be used until worn out, while new purchases of rolling stock will be of standard gauge and pattern.

MOTOR TRANSPORTATION[1]

FIRST AID TO THE RAILWAY

Eight years ago, when the writer arrived in Mexico City, he found it almost impossible to cross a certain street, necessary to reach his hotel. Hundreds of splendid carriages filled with Mexican aristocracy completely blocked the course—it was the Sunday custom or fad to drive up and down famous Calle San Francisco. Not one automobile was to be seen. Today the municipal records show that Mexico City alone has more than 2000 automobiles. The increase in other Latin countries has been much more rapid. In 1908 it was difficult to find a motor car for hire in Rio de Janeiro, there being only about a dozen machines in the city. By September, 1911, the number had risen to nearly 1100; and at present there are more than 3000 machines in use in the Federal District, and the President of the Republic rides in a machine of North American manufacture.

Five years ago comparatively few automobiles were to be seen on Avenida Mayo, the great thoroughfare in wealthy Buenos Aires, but the number of machines has rapidly increased. In 1910, 1581 automobiles were imported into Argentina; in 1911 the number imported reached 2461; and at present about 5000 cars are credited to the capital city and another 5000 to the country at large. In 1911, Uruguay had 1 motor vehicle to every 2000 inhabitants, or a total of 576 machines, and authorities estimate that this number will be quadrupled within a few years. Montevideo now has over 1300 cars. In the mountain Republics of South America the automobile is also winning favor, notwithstanding the difficulties that prevent its very extensive use. Chile is credited with 150 machines, principally in Santiago and Valparaiso; Peru has something like 100, and a number of these are fitted with tires which permit the use of the

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[1] Extract from an article by the author in the *Bulletin of the Pan-American Union.*

railway, and it is not uncommon to see some machines running along the tracks of the railways; in Ecudaor in 1912 the number of motor vehicles increased from 29 to 47; all of the other countries of South America have a few machines save Paraguay, where there has been no effort to introduce them.

* * * * *

Probably no section of the world furnishes such a vast area which, broadly speaking, is capable of creating a business for mechanical transportation as do the combined countries of Argentina, Brazil, and Uruguay. Nature has made them with fewer obstacles to be overcome in the construction of railways, and these means of communication have reached such an advanced stage that the three countries have a combined mileage of 35,800 miles. At first thought it may be asked what connection has the railway with the introduction of the automobile, but a moment's reflection will show the intimate relationship of the two factors in commercial upbuilding.

The railways are being pushed toward the interior of the continent; and we who have ridden over the rails have on several occasions been surprised to find the motar car covered with mud and dust and which had contested its way to the railroad with its burden of products of the land. On the vast pampas of Argentina or far back on the coffee plantations of Brazil or on the cattle ranges of Uruguay the ancient car with its two great wheels a dozen feet high drawn by a string of many oxen are familiar sights. It has been said that the absence of well-defined roads prevented the use of even the ordinary four wheeled wagon; however, the motor truck has made its appearance in these sections and its more general use is only a question of time.

The three countries above mentioned being primarily agricultural regions of great fertility their respective Governments are using strong endeavors to develop the remotest sections of these fruitful but at present unprofitable lands. In this development the motor car enters a most important plea—it offers cheaper services in transporting the products to the railroads, and this problem has been one of great expense for many years. The motor car helps to solve the question. In 1911 Argentina

marketed $314,956,612 worth of products; Brazil, $325,271,614; Uruguay, $46,318,036; the total products of the three countries are thus seen to be enormous, and when it is remembered that a large percentage of the whole was carried to market in primitive conveyances the transportation question becomes paramount. Other than live animals, which were largely driven across country to the nearest railway station, the remaining products were hauled or carried. * * * * *

Here the subject of public roads or highways comes in for attention. These three countries are spending large sums of money in building roads. All of the large cities are rapidly extending streets to suburban towns; at Rio de Janeiro the Government has recently authorized the construction of a splendid motor way 50 miles to Petropolis; in the great coffee producing State of Sao Paulo concessions have been granted for various highway improvements. One of these provides for a splendid road from the port city of Santos to Sao Paulo, a distance of 47 miles, and the concessionaries are required to construct two macadamized ways 13 feet wide, the whole to be completed within two years. One of the roads is to be reserved exclusively for motor vehicles. Another concession provides for the linking of Piracicaba and Limeira, two cities still farther inland, by a highway suitable for the operation of motor vehicles. A thousand miles up the Amazon at Manaos there are more than 80 automobiles, and some of them have indeed penetrated the jungle to bring out the rubber. In Buenos Aires the touring club has been the sponsor for the building of more than 60 miles of good road; and estimates for new highways have just been completed which call for an expenditure of $22,000,000. In Uruguay recent reliability motor races, covering runs to many interior cities and towns, have called renewed attention to the necessity for improving the highways. Montevideo is soon to be connected with Colonia, opposite Buenos Aires, by a splendid roadway, the studies for which have just been completed by the department of public works of Uruguay. This road will be one of the first results of the good-roads movement, which it is believed will

aid materially in bettering the highways throughout the country.

A glance at statistics of exports of automobiles from the United States to South American countries during the nine months ending March 31, 1913, shows the following figures: Number of passenger cars, 2117; number of commercial machines, 78.

Every country of South America, excepting Paraguay, participated in the purchase of these American-made automobiles; Brazil 1023, Argentina 1097, and Uruguay 216, respectively, heading the list, while Bolivia, the mountainous country in the heart of the continent, bought 2 machines. Colombia purchased 113 pleasure cars and 3 commercial trucks; Venezuela, 127 pleasure and commercial cars; Ecuador, 75, all pleasure machines; Chile and Peru, 78 and 70, respectively, all of which were primarily for pleasure.

Thus, it will be seen that the automobile of American manufacture is rapidly making its way into the pleasures and diversions of the South Americans; while the commercial car, not yet so popular as the other, is still gaining favor, and as the great commercial enterprises all over the continent grow and increase in prosperity the American automobile will be found ever in the forefront in constantly increasing numbers.

COMMERCIAL RÉSUMÉ

OUR TRADE WITH LATIN AMERICA

The United States Department of Commerce recently made public the following statement, which shows the enormous growth of commercial relations between the Americas:

Exports from the United States to Latin America in the fiscal year 1913 amounted to a million dollars for every business day in the year and show an increase of nearly 200 per cent since 1900. In the term "Latin America" are included South America (except the Guianas), Central American Republics, Mexico, Cuba, Haiti, and Santo Domingo. The value of exports from the United States to these countries in the fiscal year 1913 was 321 million dollars against 108 million in 1900, an increase of 197 per cent, while the exports to other parts of the world were increasing but 67 per cent.

The most rapid gains in the exports to Latin-American countries during the period under consideration occurred in the trade with Argentina and Brazil. The value of merchandise exported to Argentina in 1900 was 11½ million dollars, and in 1913, over 52¾ million; to Brazil, in 1900, 11½ million dollars, and in 1913, 42⅔ million. Cuba showed a marked gain, though not so large a percentage of gain as shown in the trade with Brazil, the exports to that island in 1900 having been 26½ million dollars, and in 1913, 70½ million, while to Mexico the exports of 1900 were 35 million dollars, and in 1913, 54½ million. Exports to Uruguay show a very large percentage of gain, the value of merchandise sent to that country in 1900 having been less than 2 million dollars, and in 1913, 7½ million. To Peru the exports increased from 1⅔ million in 1900 to 7⅓ million in 1913; to Chile, in 1900, 3¼ million, in 1913, 16 million to Colombia, in 1900, 2¾ million, and in 1913, 7⅓ million; to Venezuela, in 1900, 2½ million, and in 1913, 5¾ million; to Ecuador, in 1900, 1¼

million, and in 1913, 2½ million. To Haiti the exports increased from less than 3 million in 1900 to 6⅔ million in 1913, and those to Santo Domingo from 1⅓ million in 1900 to 5¾ million in 1913.

An examination of the official figures of the countries in question, just completed by the Bureau of Foreign and Domestic Commerce, Department of Commerce, shows that 23 per cent of their imports, n the latest year for which their official statistics are available (in most cases 1912), were drawn from the United States. The Latin-American countries in which imports from the United States formed a distinctly larger percentage of the total imports in 1912 than in 1905 are Brazil, Chile, Peru, Bolivia, and Cuba. Cuba, Mexico, Haiti, and Santo Domingo obtain from the United States over one-half of their respective imports; Central America, as a whole, about 50 per cent; Venezuela, over 30 per cent; Colombia and Ecuador, each about 28 per cent; Paraguay, 2¾ per cent; and the remaining countries between 10 and 20 per cent.

Imports into the United States from Latin-America show also large gains during the period since 1900, the total in 1913 having been 441 million dollars, against 162 million in 1900. The percentage of gain in imports from those countries was thus 171 per cent, against an increase of 197 per cent in exports from the United States thereto.

Manufactures from the bulk of the exports to the countries in question, and crude foodstuffs and manufacturers' materials the bulk of the imports from them. Cotton goods, flour, manufactures of iron and steel, mineral oils, automobi'es, railway cars, furniture, lumber, agricultural implements, leather and leather goods, are the principal articles exported to the area in question; while sugar, coffee, cacao, tobacco, india rubber, wool, nitrate of soda, copper, hides, and sisal are the principal articles imported therefrom.

THE PAN-AMERICAN UNION

The greatest official fount of knowledge of Latin-American affairs is the organization at Washington, known as the Pan-American Union. Its plan and purpose are described as follows:

The Pan-American Union is an international organization and office maintained by the twenty-one American republics, as follows: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Salvador, United States, Uruguay, and Venezuela. It is devoted to the development and advancement of commerce, friendly intercourse, and good understanding among these countries. It is supported by quotas contributed by each country, based upon the population. Its affairs are administered by a Director General and Assistant Director, elected by and responsible to a Governing Board, which is composed of the Secretary of State of the United States and the diplomatic representatives in Washington of the other American governments. These two executive officers are assisted by a staff of international experts, statisticians, commercial specialists, editors, translators, compilers, librarians, clerks and stenographers.

For the commercial purposes the Union is in touch, in both North and South America with government officials, commercial organizations, manufacturers, merchants, exporters and importers, and shipping interests, doing all it can to facilitate the building up of trade among the American nations. Along general lines it is in touch with men in public life, editors newspaper men, college presidents, professors and students, scientists and travelers, providing them with information which will increase their interest in and their knowledge of the twenty-one American nations.

It publishes an illustrated monthly *Bulletin* which is in great demand in all parts of the world as a carefully edited and

attractive record of the present conditions, general progress, commerce, laws, new enterprises, and particular development of each republic. It can be obtained on the payment of a small subscription fee. The Union also publishes numerous handbooks, pamphlets, special reports, and maps. Many of these are free, while others are distributed upon a cost basis.

The Columbus Memorial Library, which has nearly 30,000 volumes, covering official records, history, travel, narrative, description, statistics, etc., relating to all the American republics, can be consulted without charge by responsible persons.

The Union is the office or agency, and also the custodian of the archives, of the International American Conferences, held at periods approximately of five or six years. It has charge of the correspondence relating thereto, the preparation of programs, and the issuance of calls for new Conferences.

The correspondence of the Union now averages many thousands of letters a month, not only with all parts of the Western Hemisphere but with every section of the world, and is an excellent barometer of the growing interest in Pan-American affairs.

The structure and grounds represent an investment of $1,100,000, of which the American republics contributed $250,000 and Mr. Andrew Carnegie $850,000. The building is constructed largely of marble.

OTHER SOURCES OF INFORMATION

The Latin-American diplomats at Washington, composed of an ambassador or minister from each of the twenty republics, are not supposed to take up minor commercial matters, their duties being more of a diplomatic than a commercial nature. Many of these representatives are, however, very approachable gentlemen, and doubtless would not decline to meet an earnest young man intent on some business matter.

Every Latin-American country of course, maintains a consulate-general in New York City. These repre-

sentatives are in the American metropolis for the general purpose of watching the commercial trend of affairs and of promoting their country's interests, especially along trading lines. A letter to any consul if it relates to legitimate business matters, would doubtless receive prompt attention; but it must be remembered that these public officials usually have plenty of work and they are not supposed to go into details about the countless trivial matters that thoughtless people present.

The consulates are open to callers during business hours of the day and if one has business to transact or wishes to consult the consul of a country before leaving the United States he can easily do so.

In addition to the consulates-general in New York most Latin American countries have consuls stationed in the larger American cities These officials are under the supervision of the New York official; a large number of the former are American citizens who perform their duties without remuneration or possibly receive a small salary or fees. These gentlemen usually keep on hand a supply of literature of the country represented and a person applying to any of them may secure the desired information.

The "Daily" of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, known officially as the Daily Consular and Trade Reports, will be found most interesting by all who are contemplating business or work in foreign fields. The principal contributors to this little journal are the American consuls in all sections of the world, and their reports being a part of their official duty, are very reliable. Although a comparatively new venture this service has

already been the means of extending American trade in foreign lands. Almost every day it carries news relative to Latin-American development, as well as in other countries, while the opportunity column has proved especially useful to business men.

These reports may be seen at libraries and reading rooms generally or at many of the great business houses all over the country, and while the matter is more suitable for manufacturers and capitalists the young man will find in them much that is of value to him individually.

CONCLUSION

In a little book of this kind many interesting facts must be omitted. Stories of success and of failure are legion, but they are too lengthy to be related herein; it has been the author's endeavor merely to indicate a line of work, suggesting that the various fields be further explored and investigated by the interested person.

Perhaps many of these suggested opportunities appear visionary to the reader; indeed, some of them are remote chances when immediate results are involved. They may be visionary; but commerce today is so wonderful that the vision of today becomes the accomplished fact tomorrow. When a speaker in the British Parliament declared that "with all the money in the world and half its population" a railroad could never be constructed around the Falls of the Madeira, in Brazil, he was cheered and believed. But commerce later demanded the road, and today its trains are running along 212 miles of jungle road transporting the products of the forests to the markets of the world.

An unlimited number of good positions are not open today; but they are beginning to loom up on the business horizon, and to the young man who cares to "follow up" these chances the course is open.

To him who holds a good position and the prospects of future advancement appear bright, it may be well to remain content within the homeland. There are, however, many young men who have few if any home

ties, gloomy prospects, and who possess the wanderlust; young men who have health, education, character, energy, and a longing to go somewhere to "grow up with the country." To such spirits perhaps no section of the world offers greater possibilities than the vast region stretching from the Rio Grande to the Straits of Magellan. Like all good and great accomplishments, however, "which come not at the nod or behest of an idle hand," success in Latin America, as in other lands, will scarcely be without long and patient toil, but a toil that promises recompense commensurate with character, ambition and the labor expended.

APPENDIX

COMPANIES WITH OFFICES IN THE UNITED STATES THAT ARE ENGAGED IN ACTIVE CONSTRUCTION WORK IN LATIN AMERICA.[1]

Argentina.

Argentine Railways Co., 25 Broad St., New York City. Capital $30,000,000 ordinary and $15,000,000 preferred shares. Has purchased several of the principal railways in Argentina.

Bolivia

Bolivia Development and Colonization Co., 25 Broad St., New York City, Capital $25,000,000. Agriculture, mining, railway, colonization and other enterprises in Bolivia.

Bolivia Railway Co,, 45 Nassau St., New York City.

Brazil

Brazil Railway Co., 25 Broad St., New York City, Owns or controls over 5,000 miles of railway in southern Brazil, and Madeira-Mamore Railway in Amazon region.

Brazil Development and Colonization Co., 25 Broad St., New York City. Cattle breeding, rubber planting, making jerked beef, etc., in Brazil.

Bahia Tramway, Light and Power Co., 25 Broad St., New York City. Street railways, electric light and power in the city of Bahia.

Rio de Janeiro Tramway, Light and Power Co., 115 Broadway, New York City. Street railways, electric light and power in the city of Rio de Janeiro,

São Paulo Tramway, Light and Power Co., 115 Broadway, New York City. Street railways, electric light and power in the city of São Paulo.

Pará Construction Co., 25 Broad St., New York City. Port Works at Pará, Brazil.

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[1] This list was compiled and furnished by the Pan-American Union, Washington, D. C.

Brazil

Rio de Janeiro Hotel Co., 25 Broad St., New York City. Constructing Hotels in Rio de Janeiro and other Brazilian cities.

Guinle & Co., 42 Broadway, New York City. Exporters and electrical contractors.

São Paulo Development & Colonization Co., 25 Broad St., New York City. Cattle breeding and agricultural enterprises in Brazil.

Amazon Development & Colonization Co., 25 Broad St., New York City.

Central America, West Indies, Colombia, Panama and Cuba.

United Fruit Co., 17 Battery Place, New York City; 321 St. Charles St., New Orleans, La. Banana plantations, railroad and steamship lines.

Atlantic Fruit & Steamship Co., 11 Broadway, New York City. Banana plantations, railroad and steamship lines.

Chile

E. I. du Pont de Nemours Powder Co., Wilmington, Delaware. Have nitrate mines at Delaware, Chile.

W. R. Grace & Co., Hanover Square, New York City. Steamship lines, banking and general exporting and importing business.

Braden Copper Mines Co., 165 Broadway, New York City. Large copper mines near Santiago, Chile.

Bethlehem Iron Mines Co., Bethlehem, Pa. Owns large iron deposits in Chile.

Chile Exploitation Company, New York City. Have large copper deposits at Chuquicamata, Province of Antofagasta, Chile.

Costa Rica

Abaugares Gold Fields of Costa Rica, 17 Battery Place, New York City.

Cuba

United Railways of Havana, 52 Broadway, New York City. Owns steam railways throughout Cuba.

Cienfuegos, Palmira and Cruces Electric Railway & Power Co., 149 Broadway, New York City. Electric railways between Cienfuegos and other cities, and electric power plants.

Cuba Railroad Co., 170 Broadway, New York City.

Cuban Central Railways, Ltd., 290 Broadway, New York City.

Havana Central Railway (electric), 52 Broadway, New York City. Suburban line running from Havana.

Guantanamo & Western Railroad Co., 82 Beavers Street, New York City.

Havana Electric Railway, Light and Power Co., 55 Liberty St., New York City. Electric street railway lines, light, power, and gas plants in Havana.

Cuban and Pan-American Express Co., 25 Broad St., New York City. Express service in Cuba.

Cuban Telephone Co., 60 Broadway, New York City. Telephone lines in Cuba.

Spanish-American Iron Co., 71 Broadway, New York City. Iron mines at Preston, Cuba.

Ecuador

Guayaquil & Quito Railway Co., 25 Broad St., New York City.

Moore & Fox, Engineers and Contractors, 2 Rector St., New York City. Contractors for government railway from Ambato to Curaray River, Ecuador.

Guatemala and Salvador

International Railways of Central America, 17 Battery Place, New York City. Owns Guatemala Central and Guatemala Railway in Guatemala, and railway from La Union to San Miguel in Salvador.

Haiti

National Railroad of Haiti, 55 Wall St., New York City.

Caribbean Construction Co., 55 Wall St., New York City. Constructing line of national railroad of Haiti across that Republic.

Honduras

Honduras Railroad Co., 42 Broadway, New York City.

Vaccaro Brothers, New Orleans, La. Railroad and steamship lines, banana plantations, general importers.

Hubbard-Zemurray Co., Mobile, Alabama. Railroad and steamship lines, banana plantations, general importers.

New York and Honduras Rosario Mining Co., 42 Broadway, New York City. Gold mines in Honduras.

Mexico

American Smelting & Refining Co., 165 Broadway, New York City. Authorized Capital, $50,000,000. Owns many smelting and refining works in Mexico.

Coahuila Coal Railway, 11 Broadway, New York City.

Interoceanic Railway of Mexico, Ltd., 25 Broad St., New York City.

Kansas City, Mexico and Orient Railway Co., 290 Broadway, New York City.

Mexican Mineral Ry. Co., 82 Beaver St., New York City.

Mexican National Construction Co., 25 Broad St., New York City.

Mexican Northern Ry. Co., 82 Beaver St., New York City.

Mexican Northwestern Ry. Co., 20 Exchange Pl., New York City.

Mexico Tramways Co., Ltd., 115 Broadway, New York City. Owns Street Railways of Mexico City.

National Railways of Mexico, 25 Broad St., New York City.

Cananea Central Copper Co., Alworth Building, Duluth, Minn. Authorized capital, $10,000,000.

Greene Consolidated Copper Co., 42 Broadway, New York City. Authorized capital, $10,000,000.

Mexican Eagle Oil Co., Ltd., 32 Broadway, New York City.

Oil Fields of Mexico Co., 576 Fifth Avenue, New York City. Capital, $5,500,000.

Pacific Smelting & Refining Co., 42 Broadway, New York City. Capital stock, $8,000,000.

Southern Pacific R. R. Co., of Mexico, 165 Broadway, New York City.

Tehuantepec National Ry. Co., 32 Broadway, New York City.

Panama

Panama Railroad Co., 24 State Street, New York City.

Isthmian Canal Commission, Washington, D. C. Employs all men for work on the Canal.

Isthmian Engineering and Construction Co., Empire, C. Z. Capital, $250,000. Formed by employees of Panama Canal to carry on contracting and engineering in Latin America.

R. W. Hebard Co., New York City and Panama, R. P. Construction company. Have contract for surveying electric lines in Panama, and for building 80 miles of railway.

Panama Tramways Co., Minor C. Keith, Pres., 17 Battery Place, New York City.

Paraguay

New York and Paraguay Co., 17 Battery Place, New York City. Capital, $1,500,000. Owns over 900,000 acres of timber lands, many cattle, railroad, stores, etc., in Paraguay.

Peru

Peruvian Corporation. An English company operating the principal railroads in Peru. Employs many Americans. Address J. E. McCulloch, General Manager, Lima, Peru.

W. R. Grace & Co., Hanover Square, New York City. Steamship lines, banking and general exporting and importing business.

Cerro de Pasco Mining Co., 115 Broad St., New York City. Large copper and coal mines at Cerro de Pasco, Peru, and railroads.

Amazon & Pacific R. R. Co,, Trenton, N. J. A. W. McCune, Manager, Lima, Peru. Building Railway from Cerra de Pasco Railway to headwaters of Amazon River. A. C. Imbrie, 18 Vesey St., New York City, Legal Representative.

Peru Gold Placers, Inc., Wilmington, Delaware. Capital, $20,000,000. Formed to mine gold along Marañon River in Peru.

Uruguay

Pan-American Transcontinental Railway Co., 84 William St., New York City. Constructing railway across Uruguay from Colonia to Brazilian frontier.

Venezuela

New York and Bermudez Co., 30 Church St., New York City. Has asphalt deposits at Guanoco, Venezuela.

Venezuela Sugar Co., 82 Wall St., New York City. Capital, $4,000,000. Incorporated in state of Delaware to manufacture and raise sugar cane as well as other tropical products in Venezuela.

Imataca Iron Co., 25 Broad St., New York City. Own large iron deposits at Imataca, Venezuela. Ship to Philadelphia, Pa.

North and South America

The J. C. White Engineering Corporation, 43 Exchange Place, New York City. General contractors.

SOME OF THE LEADING PERIODICALS OF THE UNITED STATES THAT PAY SPECIAL ATTENTION TO LATIN AMERICA

American Exporter, 17 Battery Place, New York.

Dun's Review, International Edition, 209 Broadway, New York.

América e Industrias Americanas (Spanish), 30 Church St., New York.

Journal of Commerce and Commercial Bulletin, New York.

India Rubber World, 15 West 38th St., New York.

New York Herald, New York.

El Comercio (Spanish), 126 Liberty St., New York.

The South American, 1 Broadway, New York.

Revista Pan-Americana (Spanish), 148 Broadway, New York.

Las Novedades (Spanish), 108 Fulton St., New York.

Travel Magazine, New York.

Cuba Review, 92 Beaver St., New York.

Latin America (English & Spanish), 502 Board of Trade Bldg., New Orleans, La.

Mercurio (Spanish), Progressive Union Bldg., New Orleans, La.

Pan-American Magazine, Board of Trade Bldg., New Orleans, La.

Pan-American Review (English & Spanish), Canal-Louisiana Bank Bldg., New Orleans, La.

Picayune, New Orleans, La.

Christian Science Monitor, Boston, Mass.

Bay View Magazine, Detroit, Mich.

Revista Ilustrada y Boletín Comercial (Spanish), Carleton Bldg., St. Louis, Mo.

La Hacienda (Spanish), Buffalo, New York.

Commercial American, 24th St., below Spruce, Philadelphia, Pa.

Pacific Marine Review, Seattle, Washington.

Railway and Marine News, Seattle, Washington.

Overland Monthly, Los Angeles, California.

Pan-American Progress, 304 Wilcox Bldg., Los Angeles, Cal.

Sunset Magazine, Los Angeles, Cal.

Theosophical Path, Point Loma, Cal.

Sister Republics (English & Spanish), Denver, Colo.

PROMINENT UNITED STATES FIRMS ENGAGED IN TRADE WITH LATIN AMERICA

G. Amsinck & Co., 6 Hanover Square, New York City. General Importers.

D. Appleton & Co., New York City. Publishers.

Agar, Cross & Co., 11 Broadway, New York City. General importers and exporters.

Allis-Chalmers Co., Milwaukee, Wis. Mining, milling and smelting machinery.

American Laundry Machine Co., Cincinnati, Ohio.

Anheuser-Busch Brewing Co., St. Louis, Mo.

Ault & Wiborg Co., Cincinnati, Ohio. Printing inks.

American Shoe Machinery Co., Boston, Mass.

Atlantic Fru t and Steamship Co., New York City. Fruit importers; owns steamship lines, railroads, and plantations.

American Trading Co., New York City.

Aeolian Co., New York City. Musical instruments.

American Cotton Oil Co., New York City.

American Car & Foundry Co., 165 Broadway, New York City.

Baldwin Locomotive Works, Philadelphia, Pa.

Baldwin Piano Co., Cincinnati, Ohio.

Blymyer Iron Works, Cincinnati, Ohio. Sugar mill and other machinery.

Brill Co., The J. G., Philadelphia, Pa. Railroad and street car manufacturers.

Burroughs Adding Machine Co., Detroit, Michigan.

Brunswick-Balke-Collender Co., New York City. Pool and billiard tables.

Bethlehem Steel Co., Philadelphia, Pa.

Buffalo Specialty Co., Buffalo, N. Y. Lubricating oils, veneers, emery grinders.

Burns & Sons, J., 600 West 43rd St., New York City. Coffee roasting machinery.

Boston Blacking Co., Boston, Mass.

Broderick & Bascom Rope Co., St. Louis, Mo.

Best Light Co., Canton, Ohio. Gasoline lamps.

Carter's Ink Co., 440 Pearl Street, New York City.

Columbia Phonograph Co., New York City.

Colt's Fire Arms Manufacturing Co., Hartford, Conn.

Chattanooga Implement & Mfg. Co., Chattanooga, Tenn. Agricultural implements.

Cincinnati Lathe & Tool Co., Cincinnati, Ohio.

Comas Cigarette Machine Co., Salem, Virginia.

Commonwealth Shoe Co., Whitman, Mass.

Chattanooga Medicine Co., Chattanooga, Tenn.

Canton Culvert Co., Canton, Ohio. Metal drain pipe.

DuPont de Nemours Powder Co., Wilmington, Delaware.

Dixon Crucible Co., Joseph, Jersey City, N. J.

Dun & Co., R. G., 290 Broadway, New York City.

Dennison Manufacturing Co., South Framingham, Mass. Paper bags, boxes, etc.

Empire Plow Co., Cleveland, Ohio. Agricultural implements.

Eastman Kodak Co., New York City and Rochester, N. Y.

Florsheim & Co., Chicago, Ill. Shoe manufacturers.

Fairbanks Co., Broome & Lafayette Sts., New York City. Scales, valves, wheelbarrows.

General Electric Co., Schenectady, N. Y.

Glidden Varnish Co., Cleveland, Ohio.

Grace & Co., W. R., Hanover Square, New York City. General importers and exporters, bankers, steamship owners.

General Motors Export Co., Detroit, Michigan. Motor cars.

Guinle & Co., 42 Broadway, New York City. General contractors.

General Fireproofing Co., 396 Broadway, New York City.

Goodyear's Rubber Co., Akron, Ohio.

Harlan Hollingsworth Corporation, Wilmington, Delaware.

Heinz Co., The H. J., Pittsburgh, Pa. Pickles and preserves.

Hardman, Peck & Co., New York City. Piano manufacturers.

Hamilton Brown Shoe Co., St. Louis, Mo.

Hanan & Co., Brooklyn, N. Y. Shoe manufacturers.

Horlick's Malted Milk Co., Racine, Wisconsin.

Herring-Hall-Marvin Safe Co., New York City.

International Paper Co., New York City.

International Harvester Co. of America, Chicago, Illinois.

Jones & Laughlin Steel Co., Pittsburgh, Pa. Structural steel.

Jeffrey Manufacturing Co., Columbus, Ohio. Machinery.

Keystone Watch Case Co., Philadelphia, Pa.

Keith Co., George K., Brockton, Mass. Shoe manufacturers.

Lyon & Healy, Chicago, Illinois. Music and musical instruments.

Lippincott Co., J. B., Washington Square, Philadelphia, Pa. Publishers.

Lodge & Shipley Machine Tool Co., Cincinnati, Ohio.

Mergenthaler Linotype Co., New York City. Typesetting machines.

Mengel & Brother Co., C. C., Louisville, Ky. Lumber manufacturers.

Macey Co., Grand Rapids, Michigan. Office furniture.

Mersereau Metal Bed Co., 278 Johnston Avenue, Jersey City, N. J. Metal beds.

Montgomery Ward & Co., Chicago, Illinois. Mail order house.

National Cash Register Co., Dayton, Ohio.

National Paper & Type Co., Burling Slip, New York City.

National Electric Signal Co., Pittsburgh, Pa.

National Packing Co., Chicago, Ill. Meats.

Otis Elevator Co., New York City.

Pearson Engineering Corporation, Ltd., 115 Broadway, New York City. Purchasing agents for railroad and other companies.

Pabst Brewing Co., Milwaukee, Wisconsin.

Pendleton & Kilkey, 917 White Building, Seattle, Washington. Lumber and timber land dealers.

Quaker Oats Co., New York City.

Remington Typewriter Co., New York City.

Rock Island Plow Co., Rock Island, Illinois.

Simmons Hardware Co., New York City.

Stetson Co., John B., Philadelphia, Pa. Hat manufacturers.

Singer Sewing Machine Co., New York City.

Studebaker Brothers Mfg. Co., South Bend, Indiana. Wagons, carriages, automobiles.

Stearns' Electric Paste Co., Peoples Gas Bldg., Chicago, Ill. Rat and roach paste.

U. S. Playing Card Co., Cincinnati, Ohio.

United Fruit Co., 17 Battery Place, New York City. Fruit importers; own steamship and railroad lines and plantations.

Victor Talking Machine Co., New York City.

J. G. White Engineering Corporation, 43–49 Exchange Place, New York City. General contractors.

Waterman Ideal Fountain Pen Co., New York City.

Westinghouse Air Brake Co., New York City.

White Sewing Machine Co., New York City.

Wurlitzer Co., Rudolph, Cincinnati, Ohio. Musical instruments.

Yale & Towne Manufacturing Co., 9 Murray Street, New York City. Locks and builders' hardware.

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